

London Listening



WELCOME TO LONDON LISTENING

London Listening offers a unique insight into how the public is commenting and posting content in social media related the forthcoming London Olympics in 2012.

Whilst we use a number of analytics tools to track key themes across social media platforms our analysis and insight is based on our ethnographic monitoring of comments and behaviour. This also benefits from being part of a bigger Olympic study for broadcasters, sponsors and brands in both the UK and Brazil.

Every 2 weeks we offer analysis of the issues and themes which have got the public in both countries talking. We will also look at some of the numbers and trends across the next year and analysing differences between the two markets.

We also have regular updates and comments on our facebook page and blog - where we can also be contacted:

www.thelisteningagency.com

London Riots dominate social media discussions

Welcome to the third edition of 'London Listening', your round up of what's happening in social media for the London Olympics next year. Here's our analysis of the top subjects which have got people talking in the past two weeks.

By far the most heavily discussed topic in social media both in the UK and Brazil in the past two weeks has been the events in London and other British cities on the nights of August

The riots, especially those in the capital city generated an incredible amount of social media comments of which a large amount was Olympic related.

1. During the disturbances

On the days of the disturbances many UK residents were initially worried about possible negative impact on image of city as well as expressing an acute sense of shame and embarrassment at the scenes which were being broadcast around the world. This in itself resulted in other UK residents complaining about people who seemed to be more concerned for the image of the city ahead of the games rather than the immediate security for the city's residents on the days of the problems.

One interesting phenomenon in the midst of the rioting and looting was the tweeting by some of the Olympic athletes in an attempt to call for calm and order on the streets.

 **42kilometros** Ernesto Linzalata
Maratonista Paula Radcliffe avergonzada por la violencia que se vive en el Reino Unido a un año de las Olimpiadas Londres 2012.
9 Aug

 **emj561** @paulajradcliffe we are trying to promote Facebook page save our streets please rt? facebook.com/groups/2302834...
9 Aug

2. The clean-up

In the immediate aftermath of the violence - many questions were raised about the safety and security which London could offer during the Olympics - with lead some people question whether the city could really be trusted to successfully host the games.

Post riots and during the clean-up an attempt by London residents to reassure others that the incidents were isolated. There were also attempts to focus attention on some of the practice events which were taking place across the city as opposed the damage caused by the riots. The past two weeks saw both beach volleyball and road cycling events in the city, both of which drew much attention from the UK population.

 **TdotFlirtz** T dot Flirtz
Can't believe all this rubbish happened in london... We're sposed to be hosting the olympics next year, no1s gonna wanna come here!
9 Aug

 **AdamEsterdj** AdamEsterdj
Great advert for London 2012 Olympics ! We would win at rioting & crime for sure lol
7 Aug

3. Longer term implications

The longer term implications for the image of the city of London will only be evident closer to the games. On the whole Brazilians were shocked at the sheer scale of the violence and showed surprise that such events could happen in London. Many tweets referred to the fact that after being awarded the Olympics for 2016, violence was very much on the agenda as people tried to discredit the city.

 **vandacelia** vandacelia oliveira
Londres está pronta para as olimpíadas de 2012? Se distúrbios tivessem acontecido aqui, cancelariam olimpíadas pelos próximos 100 anos...
12 Aug

Other topics

Tweets did not exclusively focus on the riots and violence. Here are some of the other themes which got people tweeting in the last two weeks

- The performance of athletes and their preparation for the games
- The selection process for volunteers and torch carriers
- reactions to the BBC's announcement of its plans for Olympic coverage on the radio and TV
- We witnessed a slight uplift in the number adverts being noticed and discussed

Something that was impossible to miss in the days after the riots were the jokes and images which were spread via social media. In case you missed them, here are some of the most popular:

tomcunniff Tom Cunniff
Social media: now faster, more incisive than political cartoons.
London 2012 Olympics logo: <http://bit.ly/nrV24X>
10 Aug



TWEETS OF THE WEEK

for each London Listening we select our favourite Tweets: the ones that make us laugh, reflect the topical issues or generate good conversations.

GOLD

LuizEmanuel Luiz Emanuel Zouain
Bom dia a todos! As Olimpíadas de Londres em 2012 começam a preocupar a comunidade internacional. A imagem da Grã-Bretanha está arranhada.
10 Aug

Good morning all. The 2012 Olympics have the international community worried. The image of GB is damaged

LesCanBeMore Leslie
Archery? RT @EostericLike: I need to find a sport to play that nobody really cares about to get to the 2012 Olympics in London
15 Aug

Arco e flecha? Preciso encontrar um esporte que ninguém ligue para entrar na Olimpíada de 2012 em Londres

dancing_piglet Dancing Piglet
RT @BorowitzReport The Olympics will go on as scheduled, and now everyone in London has a new TV to watch them on.
10 Aug

A Olimpíada acontecerá como programado e agora todos em Londres têm uma Tv nova para assistir.

KLi56 Karia Little
Hmm. Go to the London Olympics next summer or save more money for the World Cup & Olympics in Rio 2014?? Decisions.
21 Hours ago

Hmm. Vou nas olimpíadas de Londres e guardo o dinheiro para a copa do mundo e a Olimpíada no Rio? Decisões.

SILVER

ferreirawell Wellington Ferreira
Inglaterra vestirá Stella McCartney e Itália vestirá Armani nas Olimpíadas de Londres-2012. Brasil vestirá...
10 Aug

England will wear Stella McCartney. Italy will wear Armani in the London Olympics> Brazil will wear?

Sibbald David Sibbald
@Haley50 With all these people roaming the streets of London in tracksuits, I thought the Olympics had started early *joke*
#londonriots
8 Aug

Com todas a pessoas gritando na rua vestido com 'tracksuits' pensei que a Olimpíadas tinham começado

Paris_Gargoyle Jeremy
Can we stop talking about the Olympics when analyzing the London riots? What matters is situation in the present, not a future sports event.
9 Aug

Podemos deixar de analisar as olimpíadas quando falamos dos tumultos em Londres? o que importa é o presente.

natanpimenta Natan Pimenta Oficial
Paul na abertura das Olimpíadas 2012 vai ser tudo de bom e... nunca assisto essas coisas mas dessa vez não vai ter como não assistir =]
17 Aug

Paul opening the Olympics will be great... I never watch these things but this time it will be impossible not to.

BRONZE

Laura_Morris Laura Morris
I've only just realised that the London Olympics sign says 2012 I just thought they were shapes!
17 Aug

Eu notei só agora que o símbolo das olimpíadas diz 2012, eu achava que eram desenhos.

piumatti Pietro Piumatti
RT @cmfcomedeiros: Londres tentando incluir a modalidade de "arremesso de coquetel molotov" nas Olimpíadas de 2012.
10 Aug

London trying to include the 'throwing the molotov cocktail' in the 2012 Olympics

necescrow Clipper
Record na Olimpíada de Londres 2012: A Record já gravou as primeiras chamadas da Olimpíada em Londres, com Ana P...
bit.ly/n43HrP
17 Aug

Record at the London Olympics. Record already filmed the first adverts for the Olympics in London

emma_erskine Emma Erskine
made it through to the shortlist to be a torch bearer at the London 2012 Olympics :D
17 Aug

Entrei na lista para ser um dos portadores da tocha Olímpica em 2012!

