

When Virtual Issues Become Real World Actions

Case Study: The Influence of Social Media Narrative Building on the 2011 London Riots

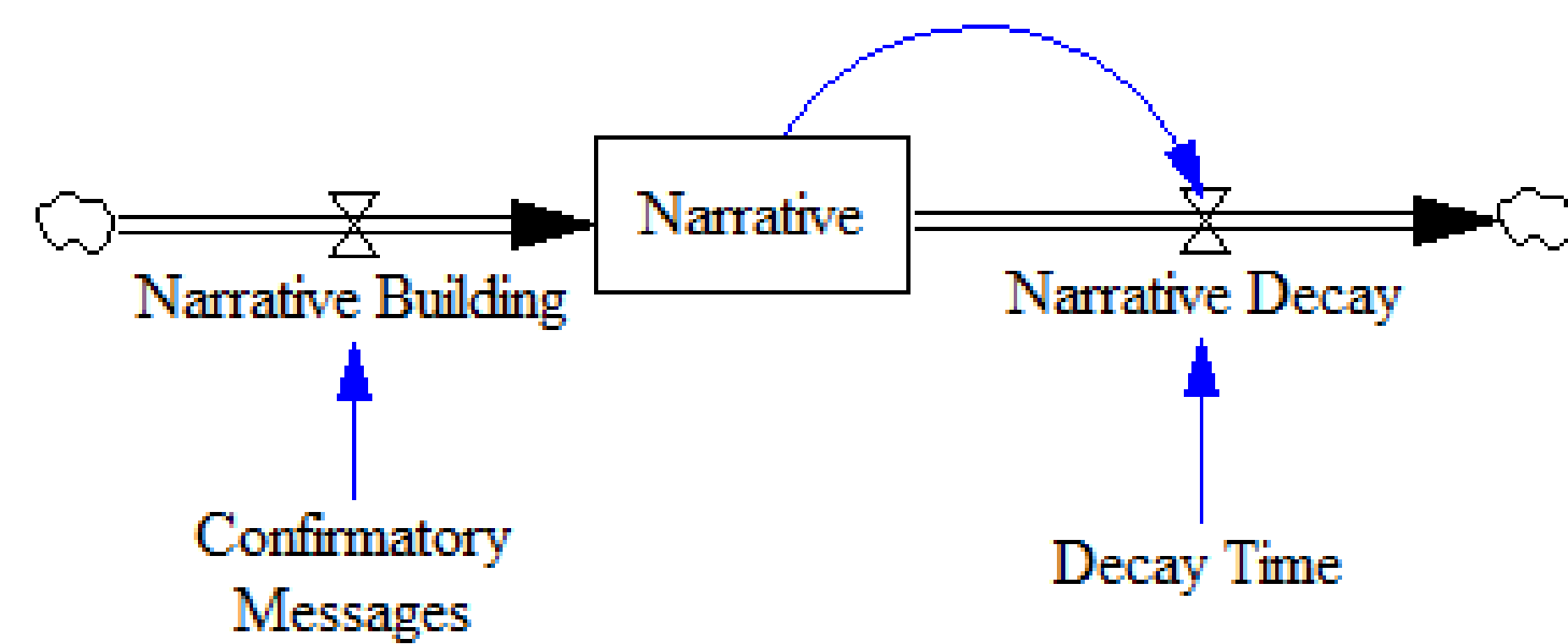


Explorations in Cyber International Relations
Massachusetts Institute of Technology Harvard University

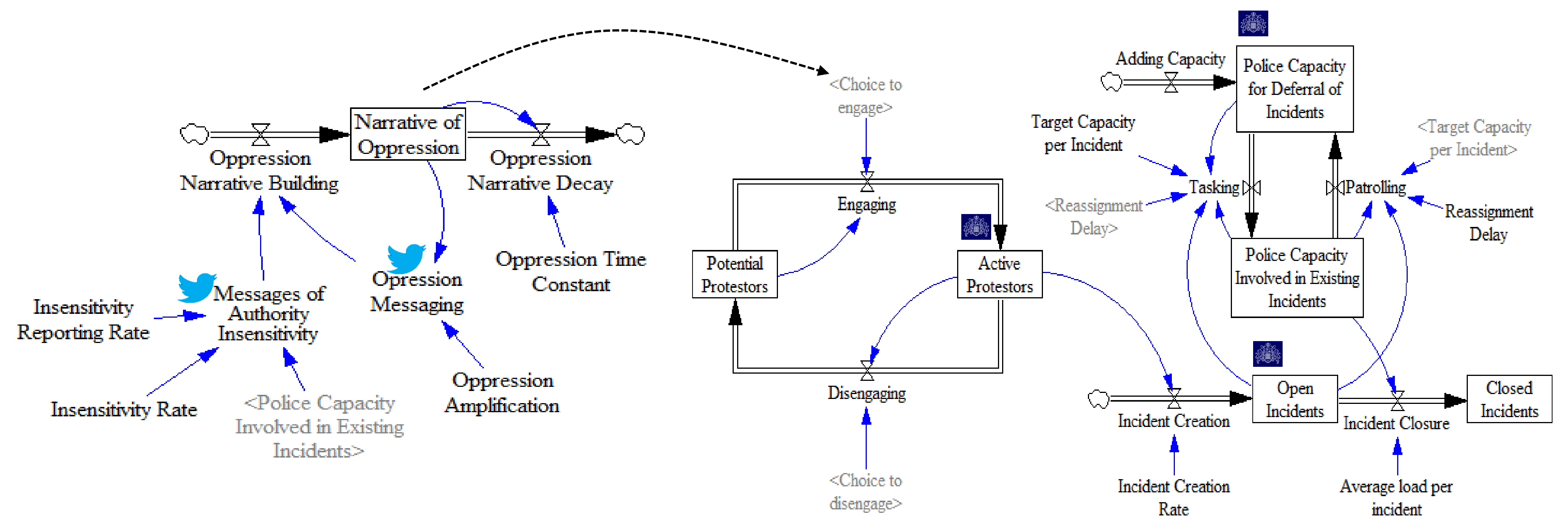
James Houghton, Research Associate, MIT Sloan School of Management

Conference on Who Controls Cyberspace?
MIT, November 6 and 7, 2012

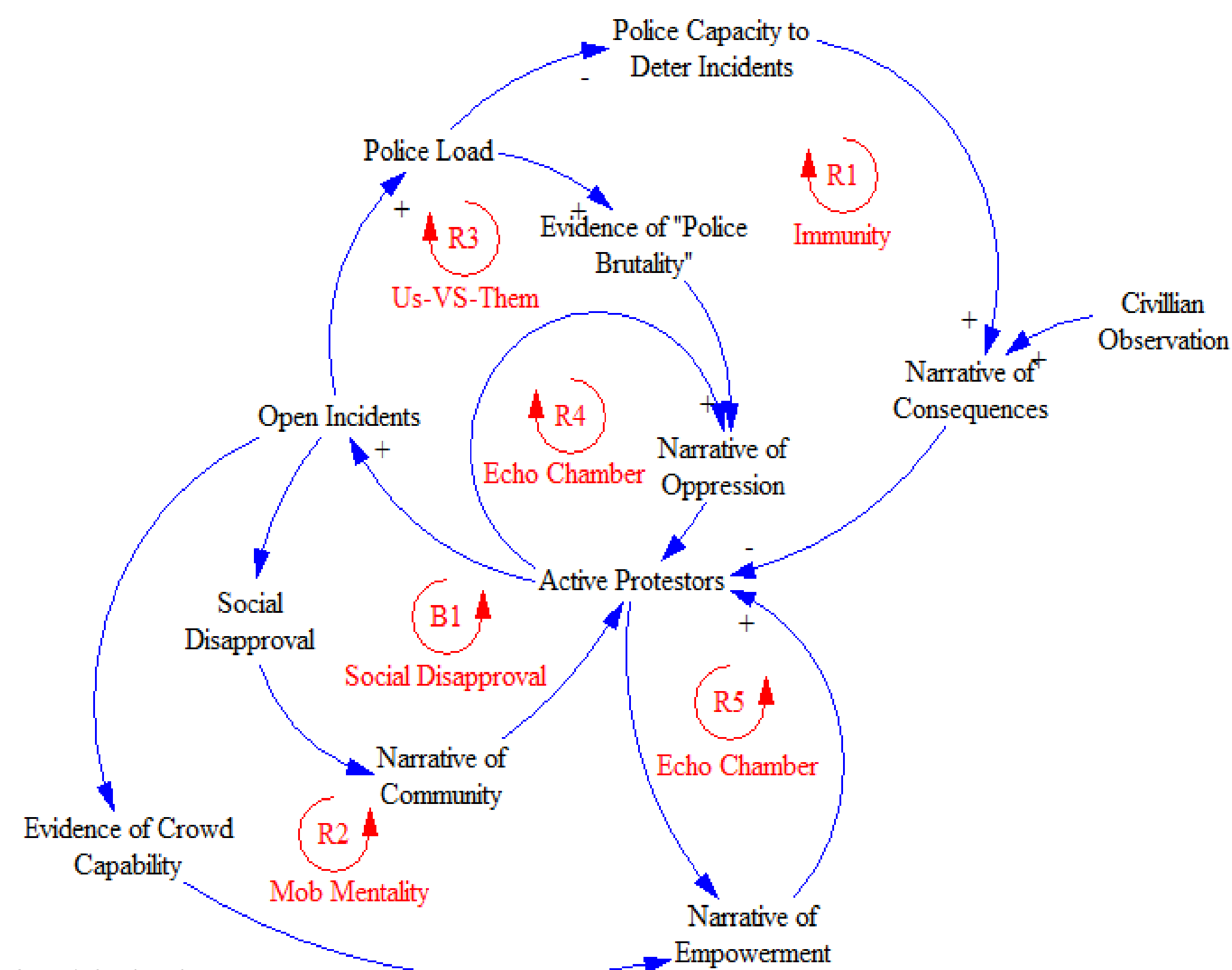
Social media messaging builds narratives



Models show how decisions shape real world events



Narratives compete to influence decisions



Narrative of Oppression
@potentialprotector
#Tottenham the met have been asking for it; This is the third case of police murder since Ian Tomlinson
August 5 2011

Narrative of Empowerment
@activeprotector
Everyone from all sides of London meet up at the heart of London (central) OXFORD CIRCUS!! Bare SHOPS are gonna get smashed up
August 6 2011

Narrative of Consequences
@metropolitanpolice
There have been 42 arrests so far following last night's disorder in #Tottenham.
August 7 2011

Narrative of Community
@communitygroups
Photos of the Broom Army across the UK. People gather with brooms to help clean up #riotcleanup
August 7 2011

Integrating rich social media data can predict outcomes

