A Snapshot of Online Discourse

(May 15 - June 13, 2022)

zencity

*Based on data from 4 UK cities and counties

During the past 30 days, the Zencity Dashboard…
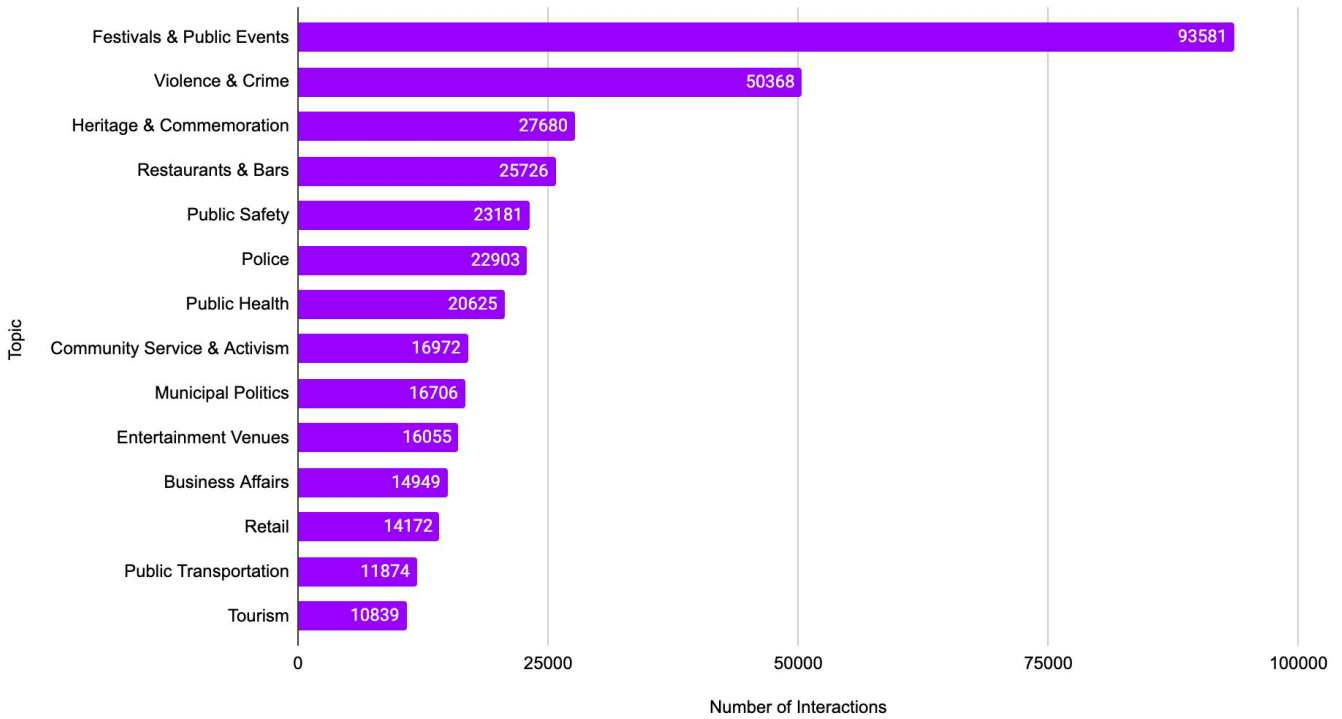
COLLECTED **507.6K** INTERACTIONS

FROM **971** DATA SOURCES

77% OF THE DISCOURSE TAKING PLACE ON UNOFFICIAL SOURCES
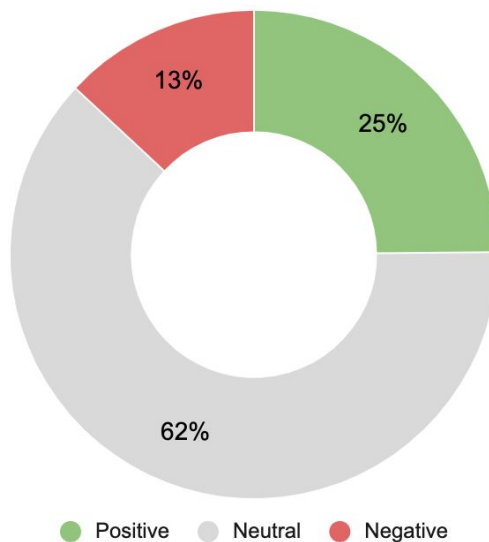
What are residents talking about?

During the past 30 days, the Queen's Jubilee and Pride elevated **Festivals and Public Events** to the number one topic of conversation online across Zencity's partner communities in the UK.

Trending Topics (# of interactions)

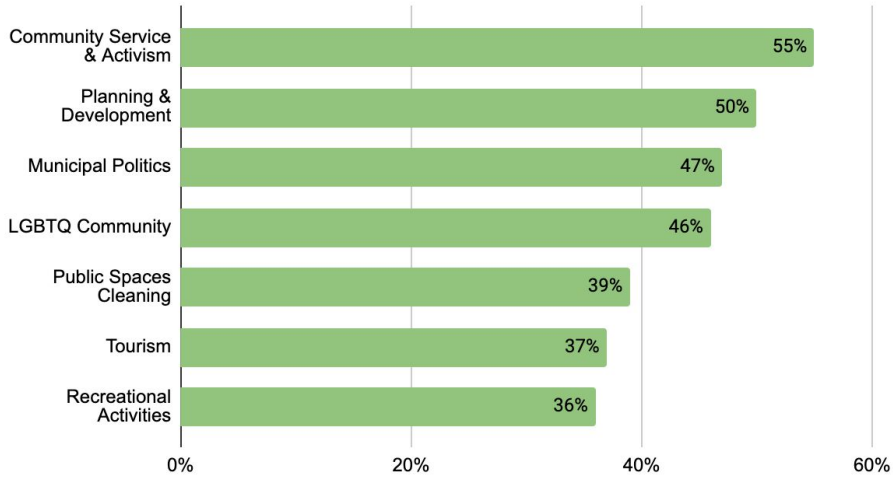| Topic	Number of Interactions
Festivals & Public Events	93581
Violence & Crime	50368
Heritage & Commemoration	27680
Restaurants & Bars	25726
Public Safety	23181
Police	22903
Public Health	20625
Community Service & Activism	16972
Municipal Politics	16706
Entertainment Venues	16055
Business Affairs	14949
Retail	14172
Public Transportation	11874
Tourism	10839

With Festivals and Events being the most discussed topic online, positive sentiment was nearly **2X higher** than negative sentiment (25% and 13%, respectively).
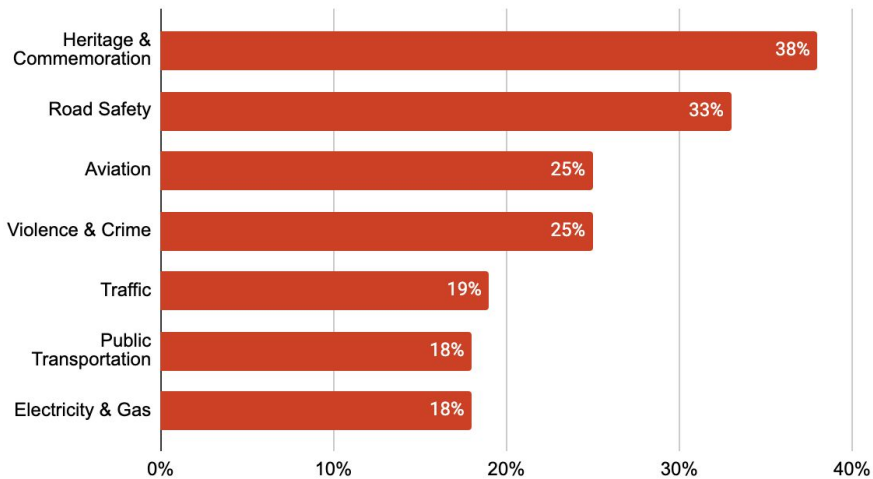
Sentiment Breakdown

Sentiment	Percentage
Positive	25%
Neutral	62%
Negative	13%

Drivers of sentiment

Leading Drivers of Positive Sentiment

Category	Value
Community Service & Activism	55%
Planning & Development	50%
Municipal Politics	47%
LGBTQ Community	46%
Public Spaces Cleaning	39%
Tourism	37%
Recreational Activities	36%

With Pride month underway, the **LGBTQ Community** category generated high positive sentiment. With **summer right around the corner**, initiatives to clean the city, offer recreational activities, and getting ready for summer tourism were also drivers of positive feedback.
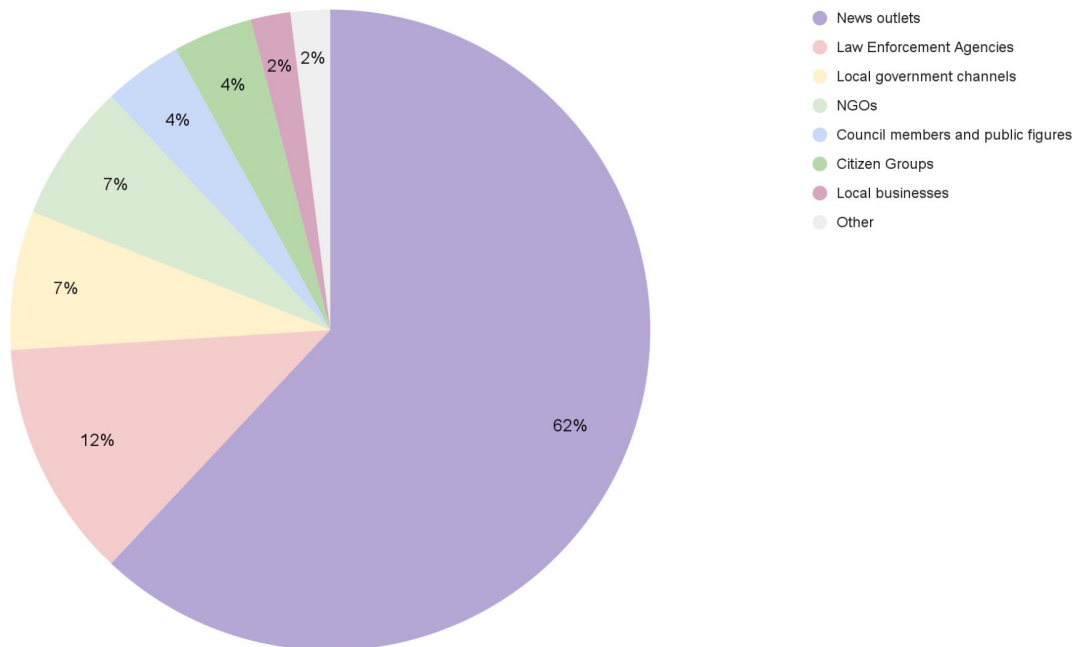
Leading Drivers of Negative Sentiment

Category	Value
Heritage & Commemoration	38%
Road Safety	33%
Aviation	25%
Violence & Crime	25%
Traffic	19%
Public Transportation	18%
Electricity & Gas	18%

Easyjet cancellations and chaos in the nation's airports drove high negative sentiment in the **aviation category**. Issues related to **mobility** - such as road safety, traffic, and public transport - were also drivers of negative feedback.

Data Sources Breakdown

- News outlets
- Law Enforcement Agencies
- Local government channels
- NGOs
- Council members and public figures
- Citizen Groups
- Local businesses
- Other

Discourse across our Zencity partner communities in the UK is mainly driven by **news outlets**, which make up nearly two-thirds of the online conversations (62%). **Law enforcement agencies** were the second leading source of discourse.

Overall, 77% of the discourse took place on unofficial channels, where negative sentiment was **2X higher than in the official discourse whereas positive sentiment was 2X lower**. Meaning: discourse on official channels is where positive feedback is most likely to be voiced, yet the unofficial channels contain much of the negative feedback voiced by residents online.

Sentiment Comparison - Official VS Unofficial Discourse

- Negative
- Neutral
- Positive