

UNSYNCHRONIZED PERCEPTION BETWEEN RESIDENTS AND HOST CITY: PEOPLE'S OPINION ON THE LA28 OLYMPICS

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OVERVIEW

Lit review

Research Questions

Methods

Findings

Conclusion

Further Research



LOS ANGELES



LIT REVIEW

MEGA EVENTS

With every mega-event (super bowl, Olympics, concerts, etc.) a city hosts, the host city's residents there will have differing opinions (Hiller, 2019).

SOCIAL EXCHANGE THEORY

Implementing social exchange theory will help us understand both sides in order to identify the points of tension around LA28 in order to provide suggestions and solutions that can ease those tensions (Gursoy & Kendall, 2006).

APPLYING LDA

By using topic modeling algorithms (Latent Dirichlet Allocation, short for LDA), we will examine what topics are people care about from the dataset we scrape from the Twitter API using the hashtag #LA28 (Khan, 2019).

RESEARCH QUESTIONS

RQ1: WHAT TOPICS ARE BEING DISCUSSED ABOUT LA28 OLYMPIC?

We will collect the data and narrow down what are the major topics that should be addressed.

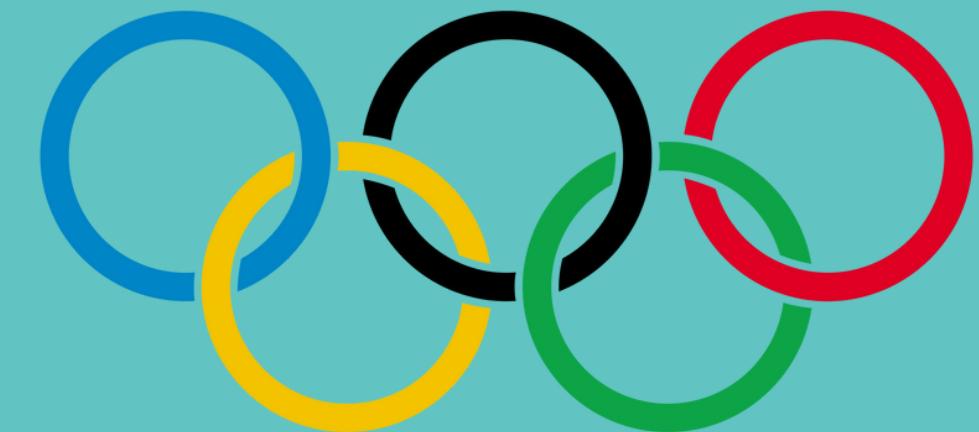
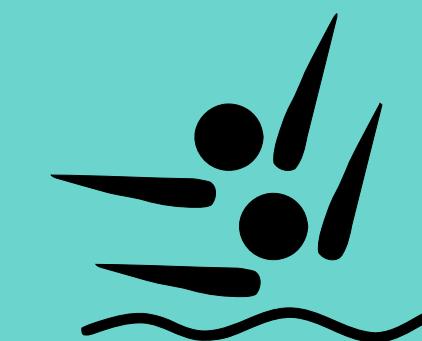
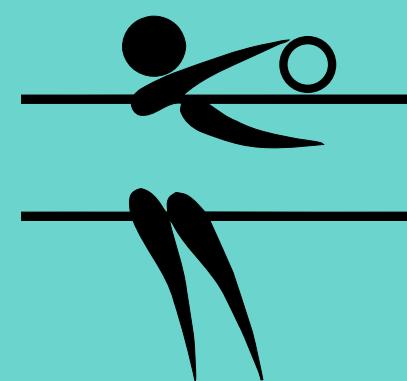


RQ2: WHAT IS THE SENTIMENT ON THE TOPICS ABOUT LA28?

Including both positive and negative sentiment will help us with creating a solution for a mega event that everyone will enjoy.

RQ3: WHAT SHOULD BE OR CAN BE DONE TO ADDRESS THE TOPICS AND SENTIMENT?

We examine the sentiment on the topics and come up with solutions and suggestions because public opinion influences attitudes towards the games (Hiller, 2018).





DATASETS



LA28 DATASET

42,860 Total Tweets

39,704 Clean Tweets

4/1/2020 - 4/1/2022

Top 2 Users: #1 NOlympicsLA +
#2 LA28



SUPER BOWL LVI DATASET

339,231 Tweets

274,017 Clean Tweets

1/1/2022-4/1/2022

Top 10 Users: [Fans]
(Note: NOlympicsLA #135)



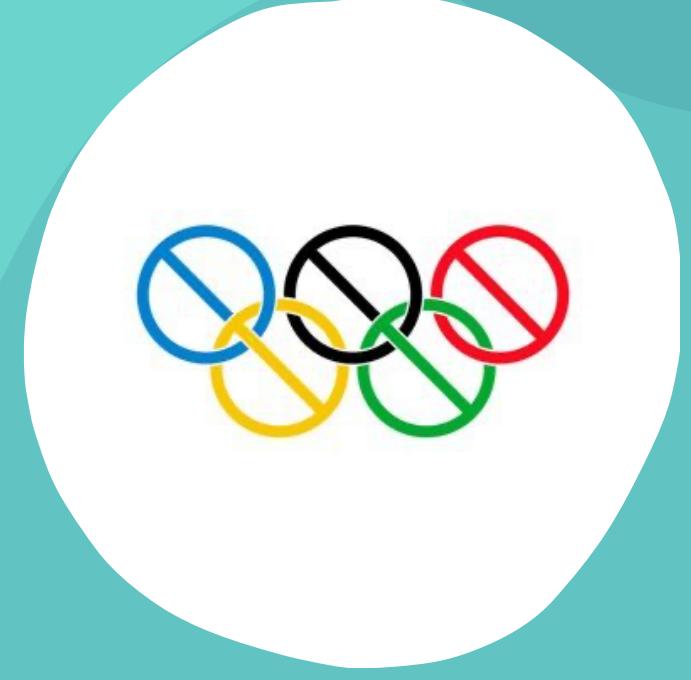
SUPER BOWL + LA28 DATASET

921 Tweets

921 Clean Tweets

1/1/2022-4/1/2022

Top 4 Users: #1 NOlympicsLA,
+ 3 LA activist groups



NOLYMPICSLA DATASET

73,564 Tweets

73,463 Clean Tweets

4/1/2020 - 4/1/2022

Top 2 Users : #1 NOlympicLA,
#2 CounterOlympics

ANALYSIS METHODS

TOPICS

what topics are people caring about the LA28 Olympics

- **hot topics and volumes**
- **hotspot map**
- **compare to safety conditions.**

SENTIMENT

how people's attitudes differ towards main Olympic topics and how their sentiment changes through time

- **emotions**
- **influence with policies**

COMPARISON

By understanding what the 2022 SuperBowl brought to LA people we can predict hot issues during the LA28

- **"the equivalent of three super bowls"**
- **#NOlympics @NOlympicsLA**

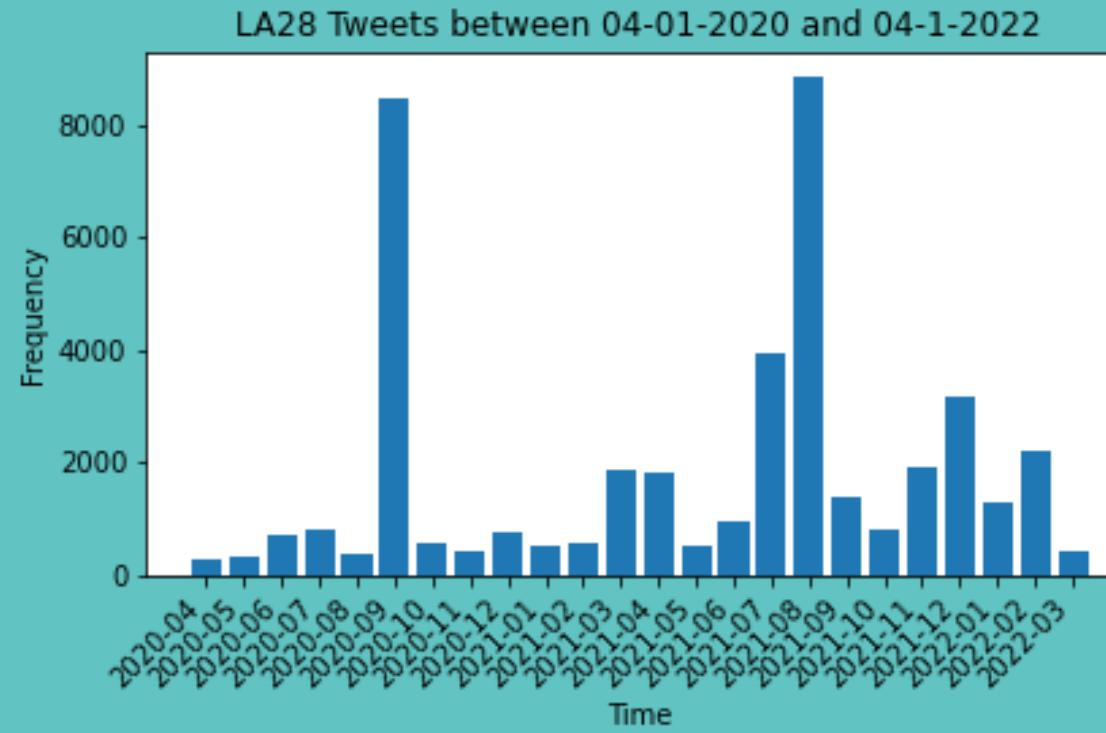
SOLUTION

figure out what should be focused on to improve impacts of the LA28 based on the problems we target

- **improve people's acceptance of LA28 based on our analysis**

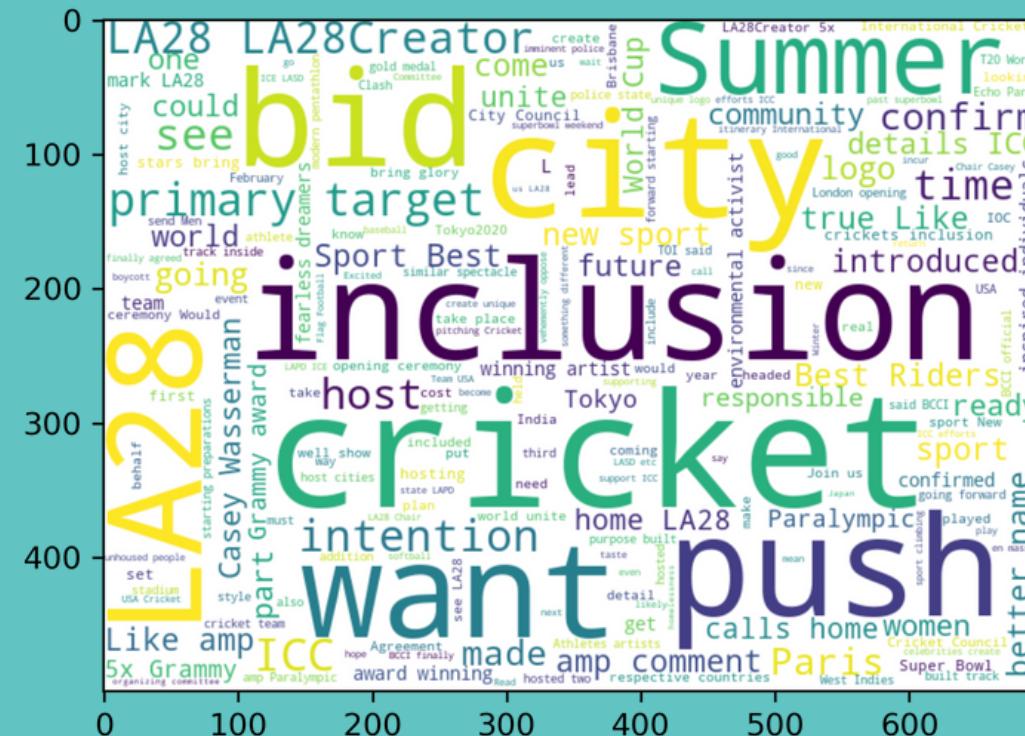
LA28 FINDINGS

Overall Activity



Word Clouds

LA28



Super Bowl LVI



LA28 + Super Bowl LVI

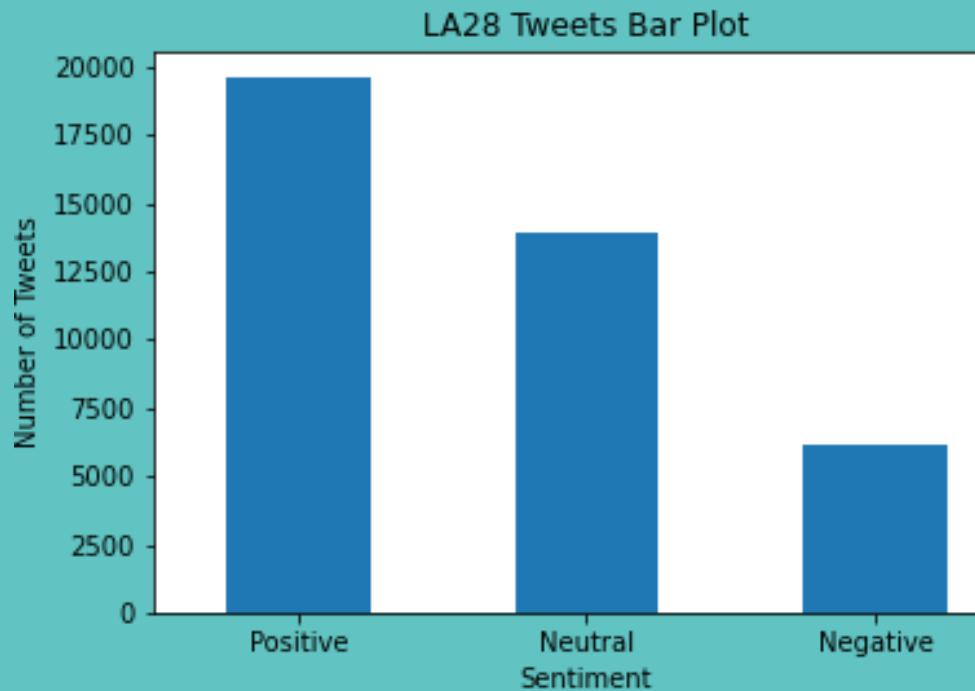


NOlympicsLA



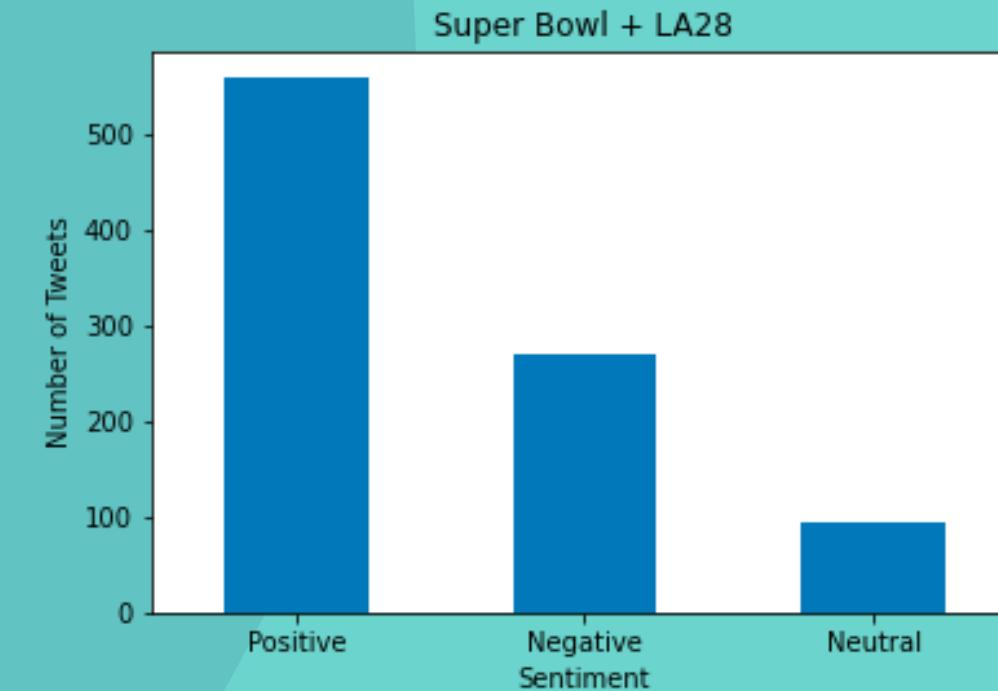
Sentiment Analysis

LA28



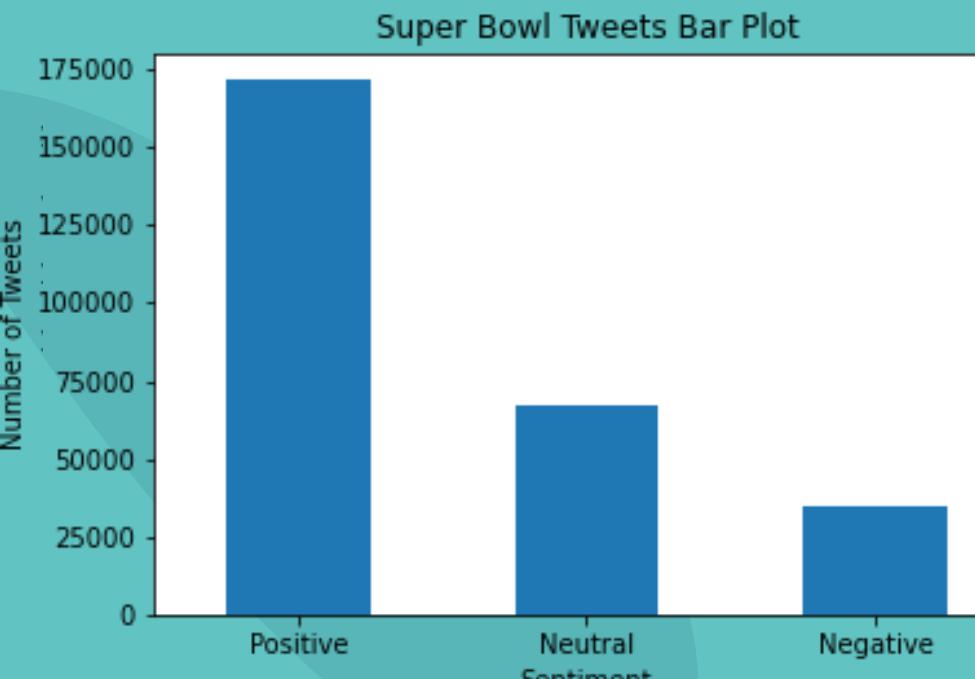
Positive: 19,618 | 49.4%
Neutral: 13,926 | 35.1%
Negative: 6,160 | 15.5%

LA28 + Super Bowl LVI



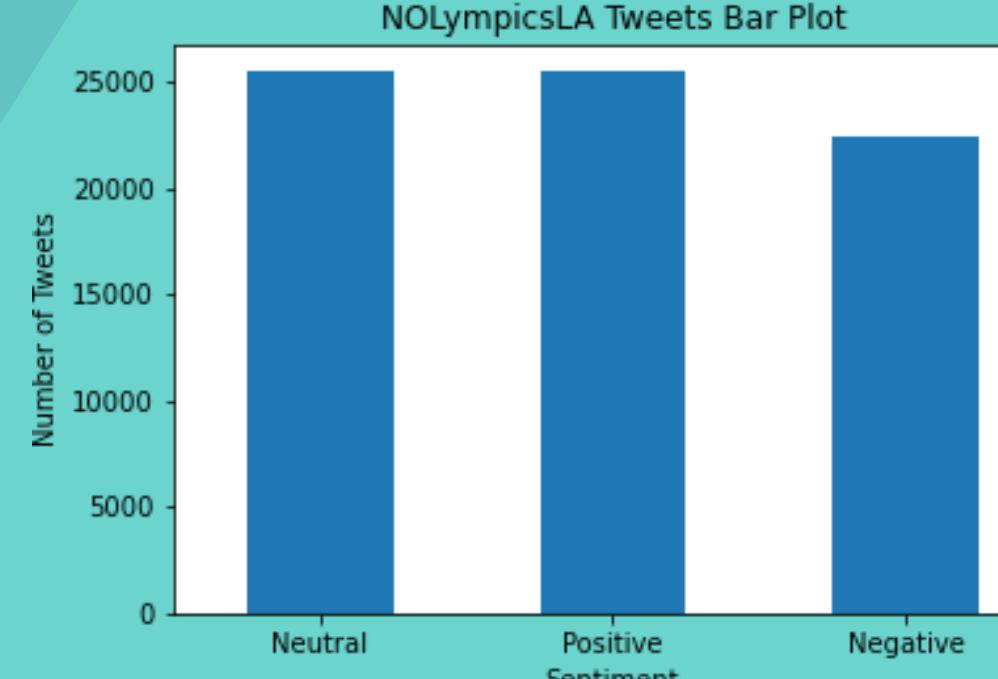
Positive: 559 | 60.6%
Neutral: 269 | 29.2%
Negative: 94 | 10.2 %

Super Bowl LVI



Positive: 171,698 | 62.7%
Neutral: 67,475 | 24.6%
Negative: 34,844 | 12.7%

NOlympicsLA



Positive: 25,498 | 34.7%
Neutral: 25,543 | 34.8%
Negative: 22,422 | 30.5%

Top Sentiment Tweets For Each Dataset

LA28

POSITIVE:



LA28 Tweeter
@Tweeter_01

...
today is an excellent day to cancel the 2028 olympics in los angeles, and the forthcoming olympics in tokyo, and all of the olympics everywhere

NEUTRAL:



LA28 Tweeter
@Tweeter_02

...
Fukushima's contaminated nuclear water being dumped into the ocean (as part of Tokyo 2020 greenwashing) will arrive on LA shores in time for #LA28 🚨🚨🚨

NEGATIVE:



LA28 Tweeter
@Tweeter_03

...
Having the 2028 Olympics in LA sounds like the worst idea ever.

Super Bowl LVI

POSITIVE:



Super Bowl LVI Tweeter
@Tweeter_04

I don't feel overly impressed by the halftime show this year! #SuperBowlLVI #RuleItAll

5:26 PM · Feb 13, 2022 · Twitter for iPhone

NEUTRAL:



Super Bowl LVI Tweeter
@Tweeter_05

WHO DEY, BABY!!!
🏈🏆🏈🏆🏈🏆🏈🏆
#SuperBowlLVI
#WHODEYNATION
#WhoDeyInLA
#WHODEY
#JoeCool

NEGATIVE:



Super Bowl LVI Tweeter
@Tweeter_06

That was an insane #HalfTimeShow #SuperBowl #SuperBowlLVI

5:37 PM · Feb 13, 2022 · Twitter Web App

LA28 + SB LVI

POSITIVE:



LA28 + SB LVI Tweeter
@Tweeter_07

The feds are carrying out raids in Los Angeles in the name of the Super Bowl. This is what mega sports event bring: militarization and over-policing of our communities.

NEUTRAL:



LA28 + SB LVI Tweeter
@Tweeter_08

Casey Wasserman, the guy running #SuperBowlLVI, is also running the #LA28 Olympics. He also flew on Jeffrey Epstein's private plane 10 times

Casey doesn't think his position should make him care about the homelessness crisis in Los Angeles. Listen:

NEGATIVE:



LA28 + SB LVI Tweeter
@Tweeter_09

#SuperBowlLVI is a mini #LA28, down to the people in charge:

NOlympicsLA

POSITIVE:



NOlympicsLA Tweeter
@Tweeter_10

The Mayor's record on housing is also, at best, a study in negligence and incompetence.

knock-la.com/eric-garcetti-...

NEUTRAL:



NOlympicsLA Tweeter
@Tweeter_11

There should be a 20208 Olympic Logo with Blood and it should be on @ericgarcetti 's hands. 💯 💯 💯

NEGATIVE:



NOlympicsLA Tweeter
@Tweeter_12

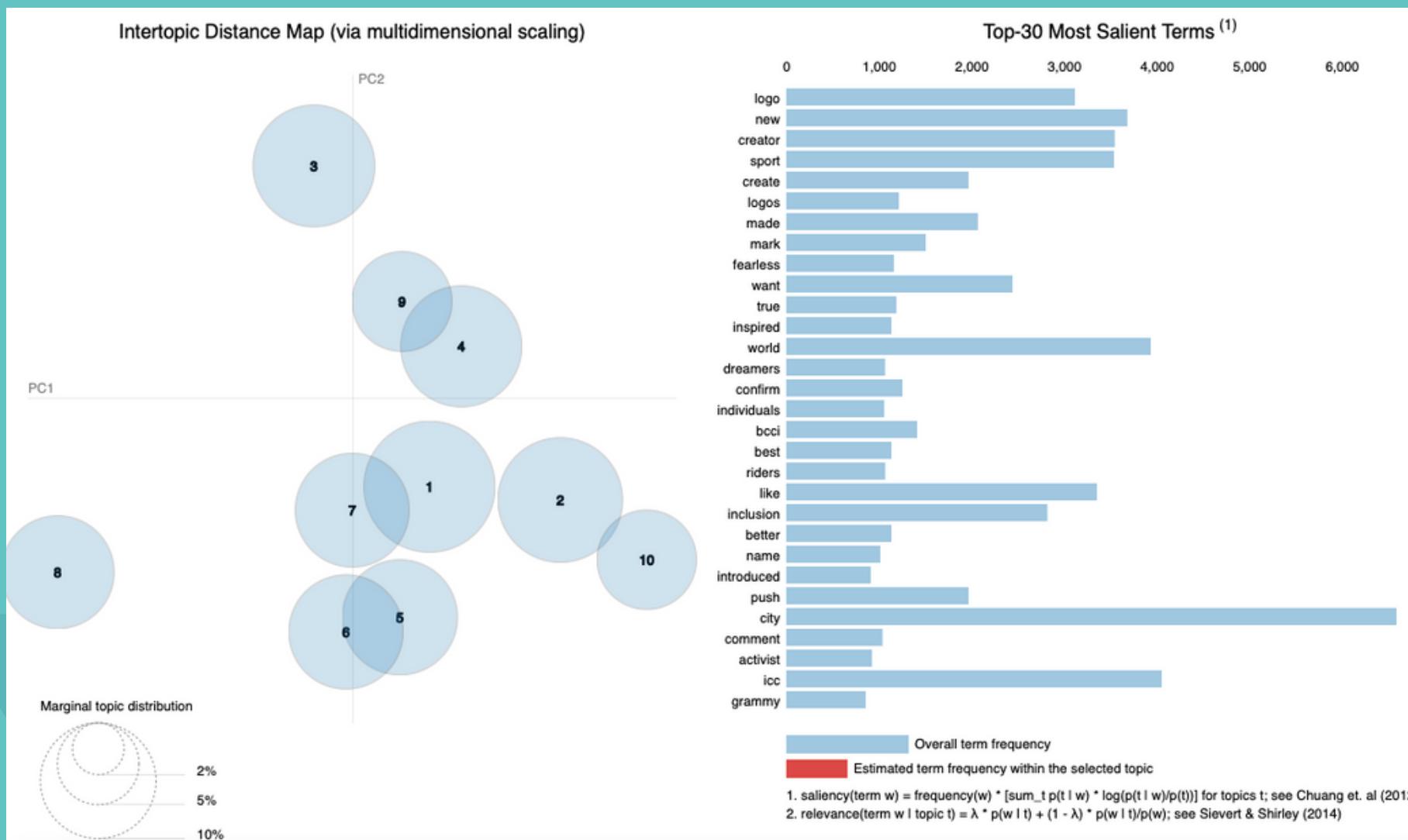
what's the worst thing you've learned about the Olympics?

1:20 PM · May 7, 2020 · Twitter Web App

LDA Analysis

LA28

https://taylordambrosio.github.io/lda_new_la28_10.html

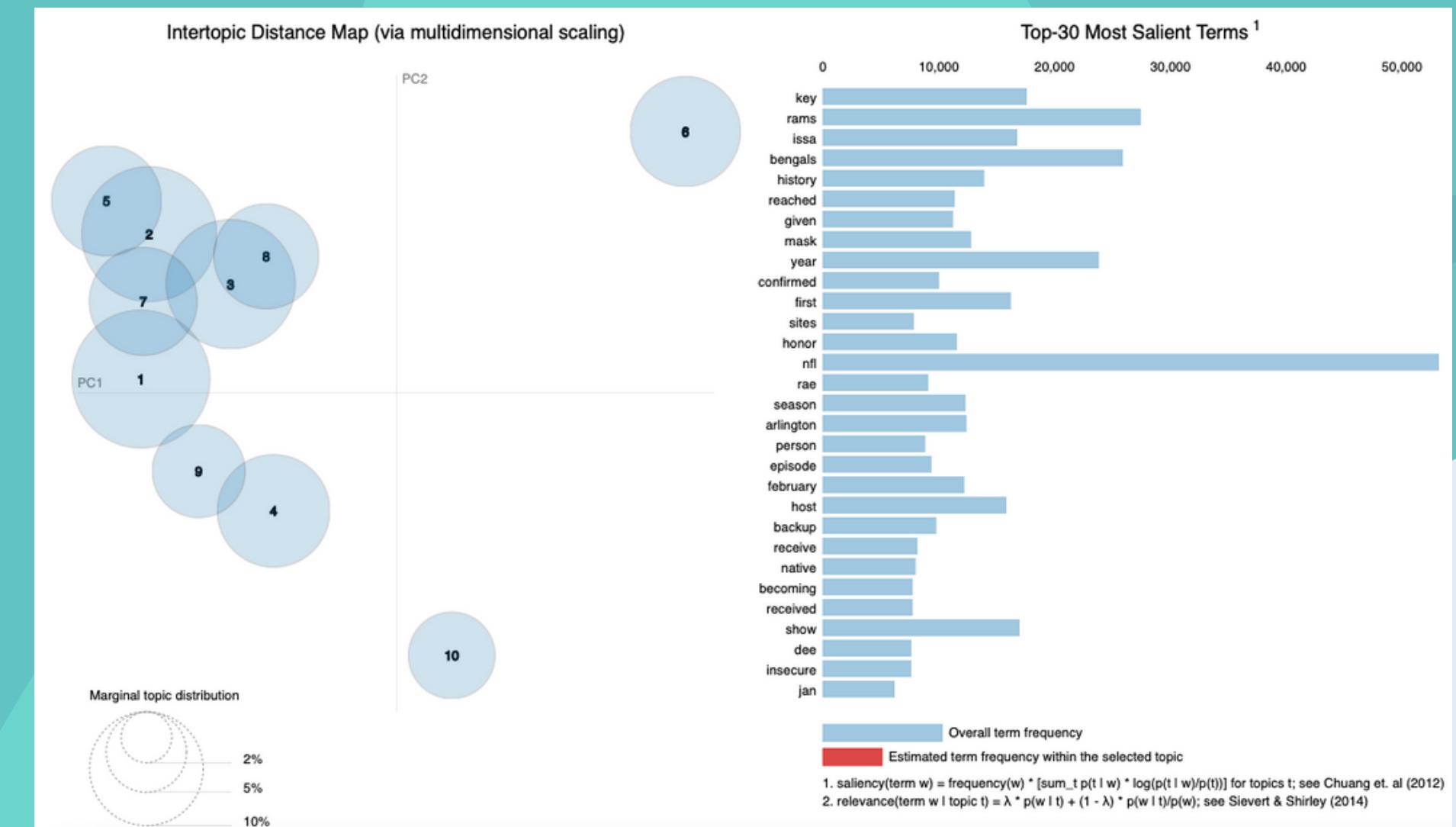


TOPICS

- Logo, cricket, LAPD, police, activist

Super Bowl LVI

https://taylordambrosio.github.io/lda_new_super_bowl_10.html



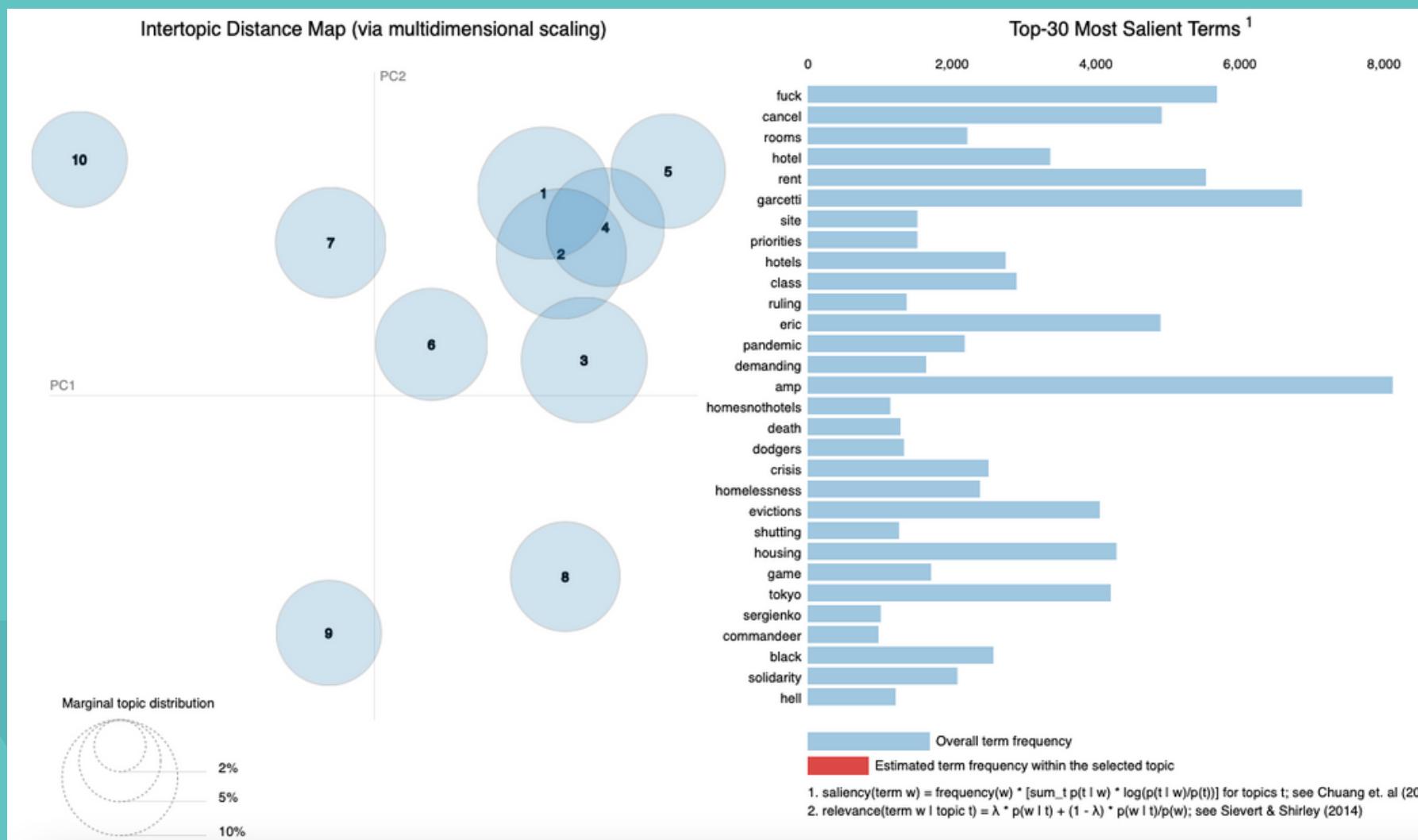
TOPICS

- Masks, homelessness, residents, crypto

LDA Analysis

NOlympicsLA

https://taylordambrosio.github.io/lda_new_nolympics_10.html

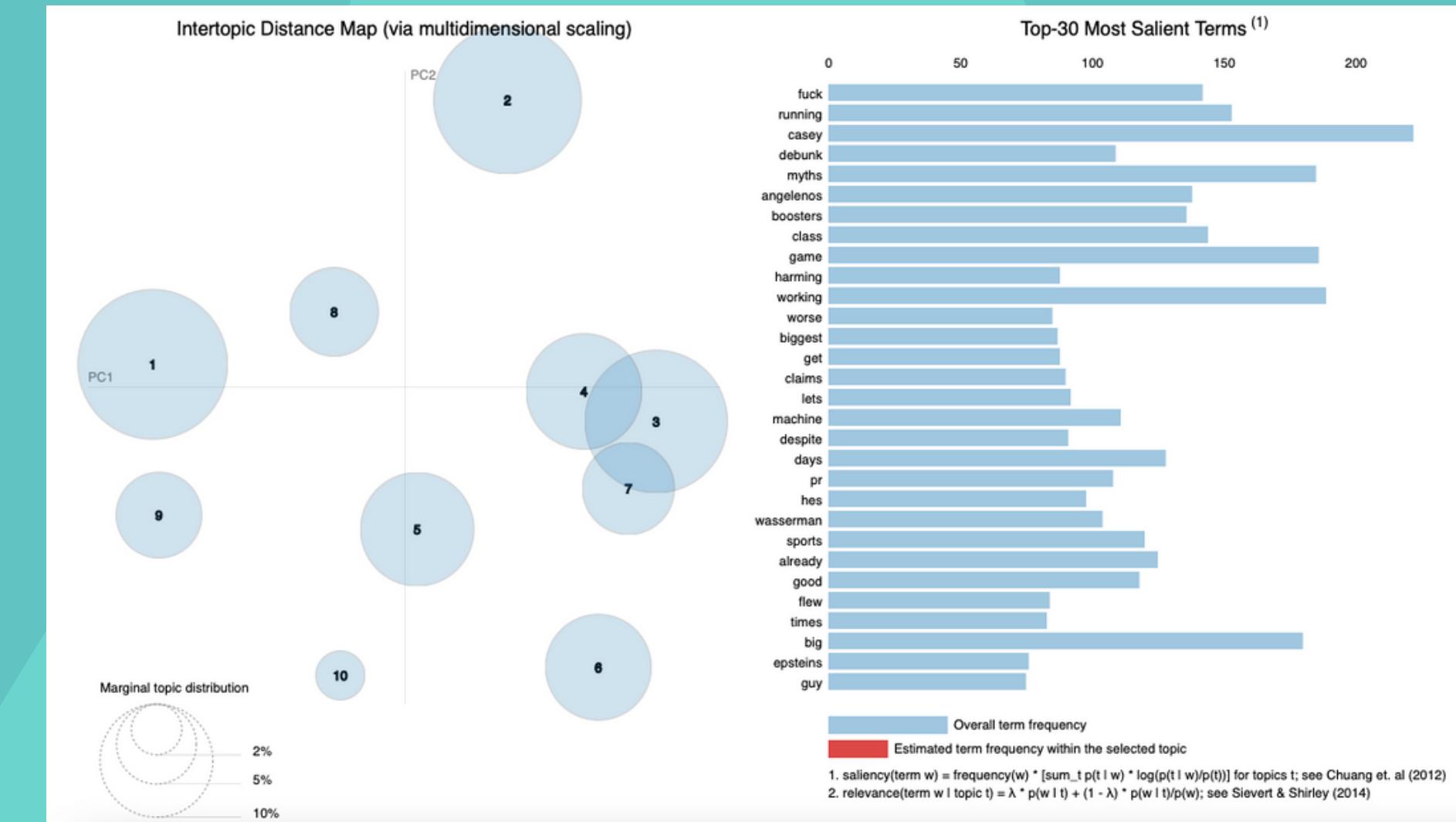


TOPICS

- rent, homelessness, housing, police

LA28 + Super Bowl LVI

https://taylordambrosio.github.io/lda_new_super_olympics_10.html



TOPICS

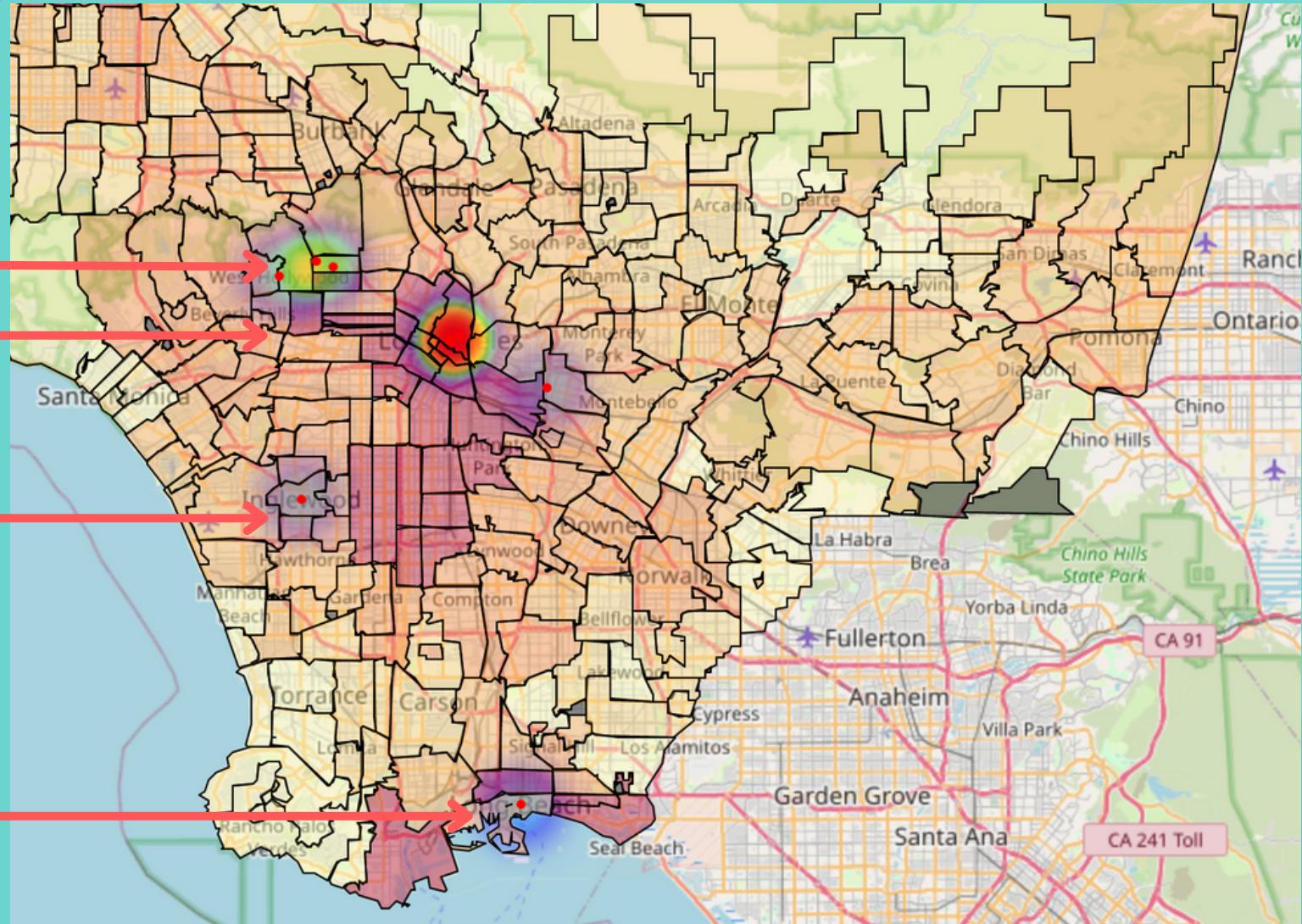
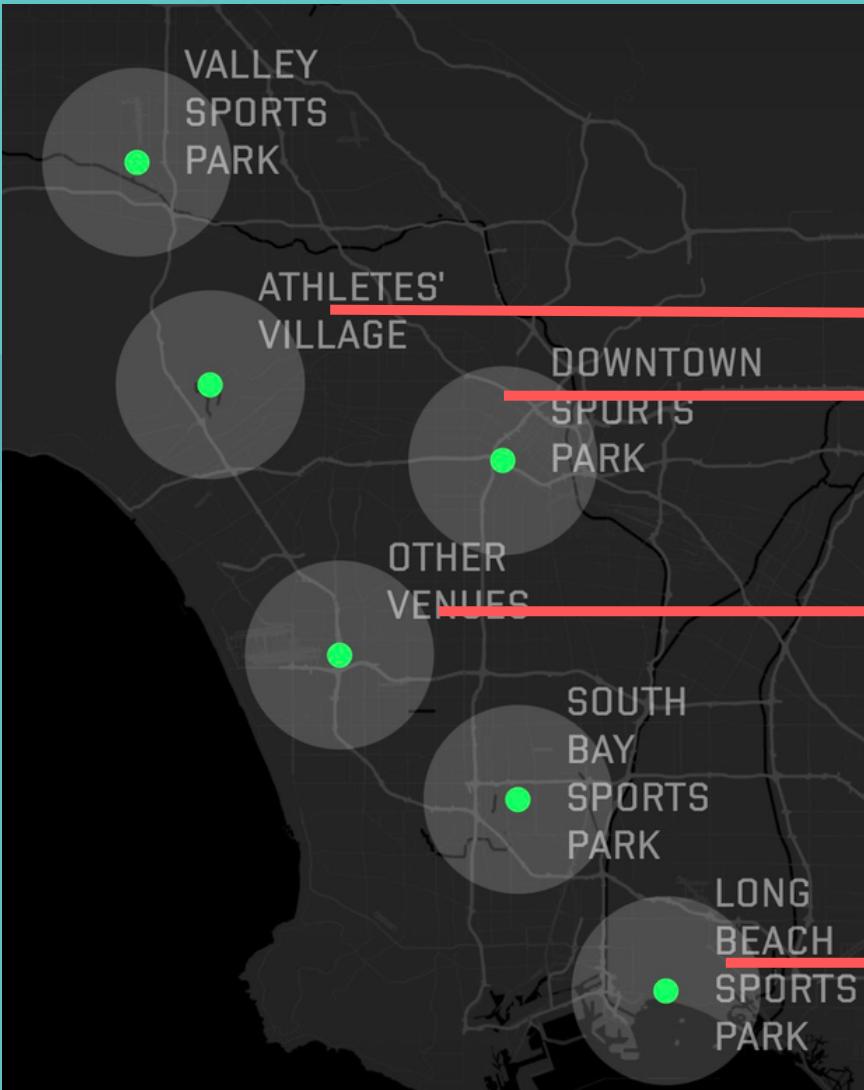
- Sweeps, Casey, transport, LAPD, gentrification

Parallel Topics for Analysis

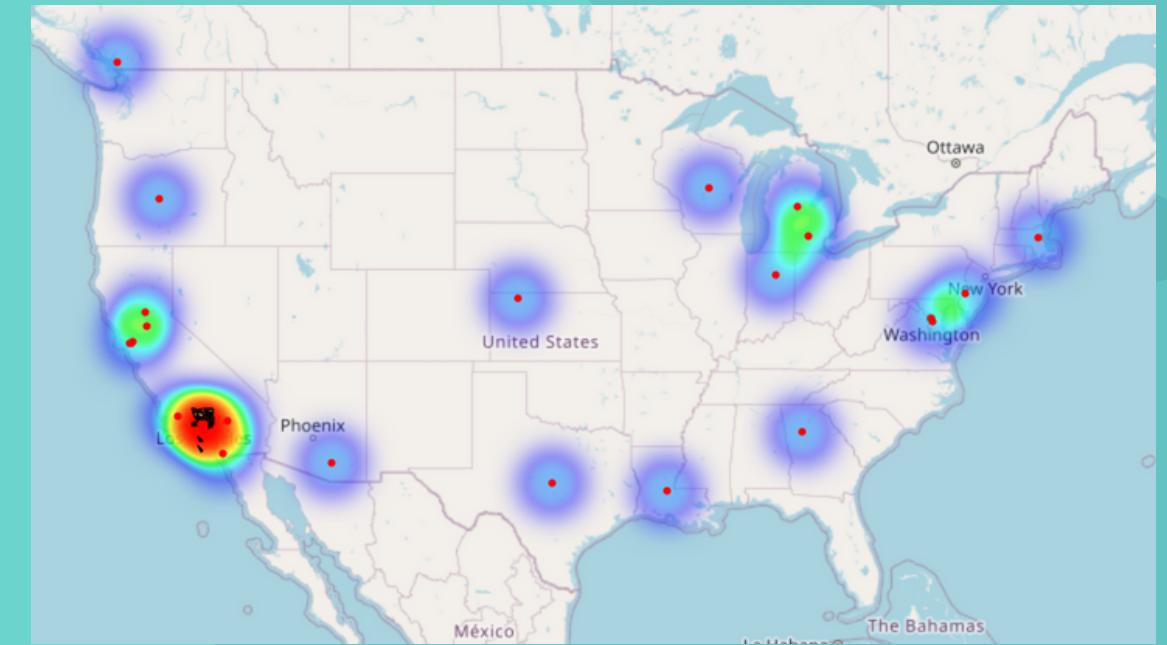
NOLYMPICS

https://cwang066.github.io/LA2028/comm557_nolympics_heatmap.html

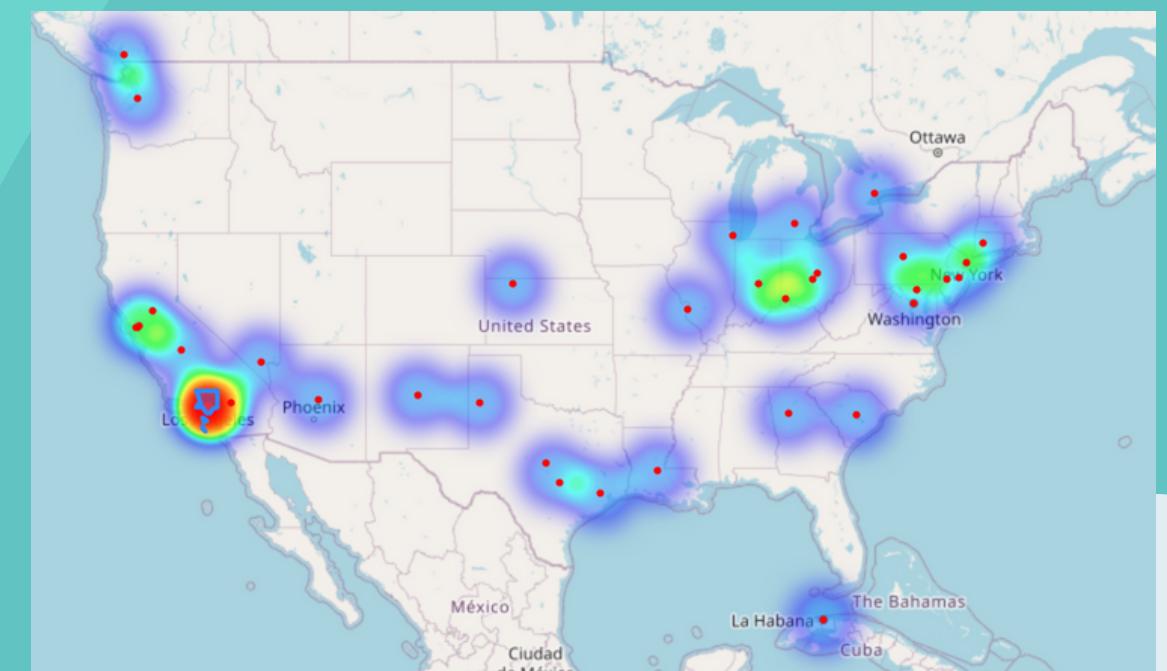
https://cwang066.github.io/LA2028/comm557_la28.html



NOlympics tweets frequency



LA28 Olympics tweets frequency



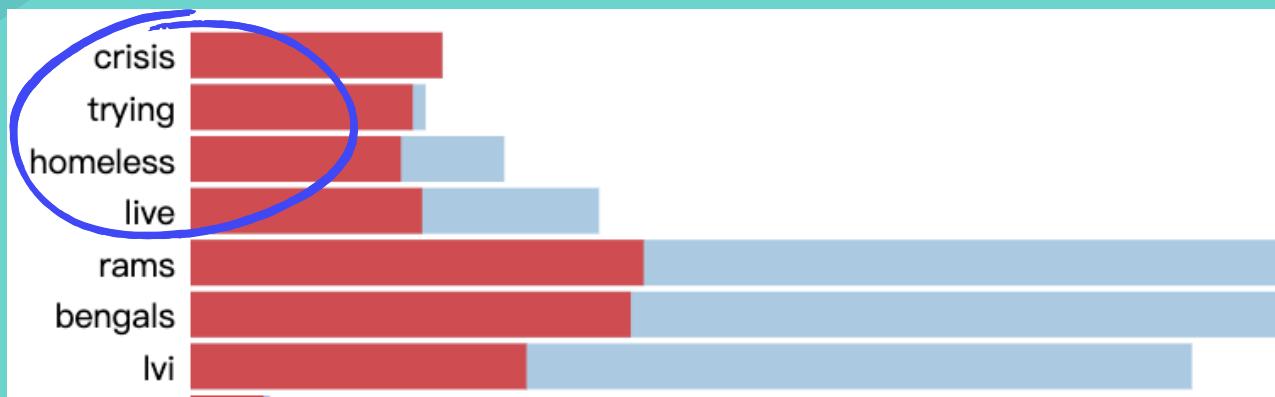
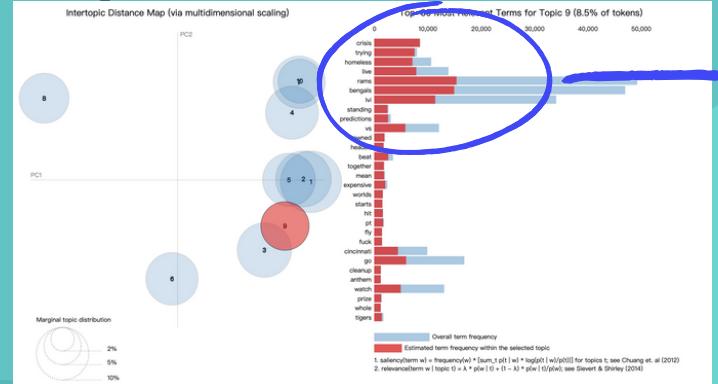
Parallel Topics for Analysis

SUPER BOWL

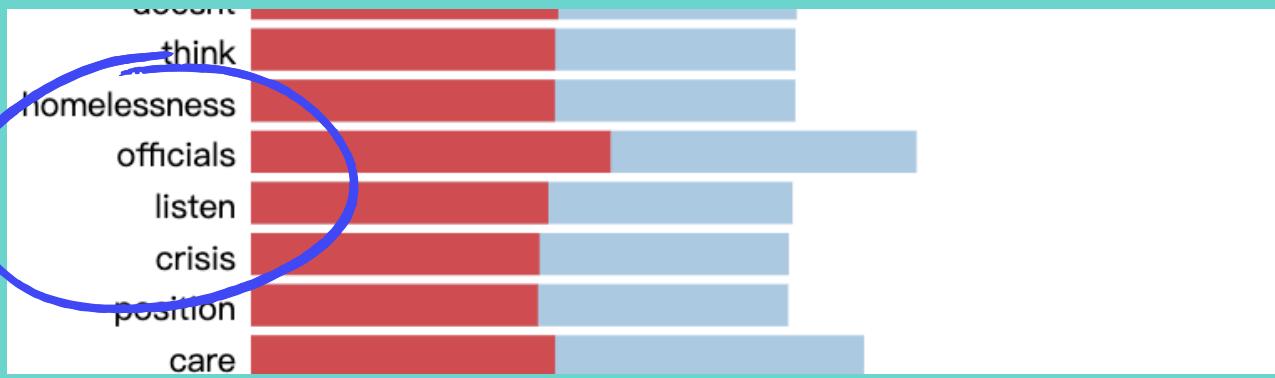
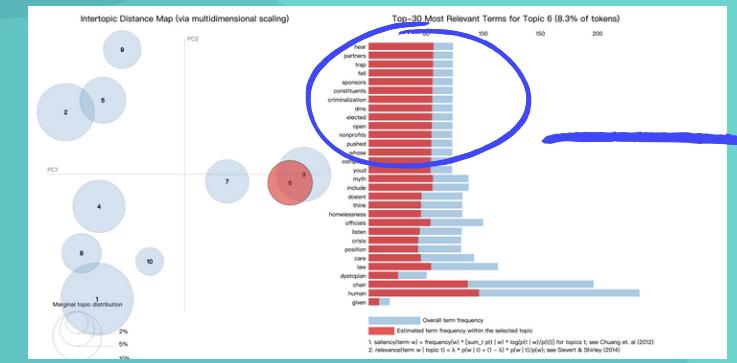
https://cwang066.github.io/LA2028/comm557_superbowlheatmap.html

https://cwang066.github.io/LA2028/comm557_la28.html

Super bowl tweets LDA



LA28 tweets LDA

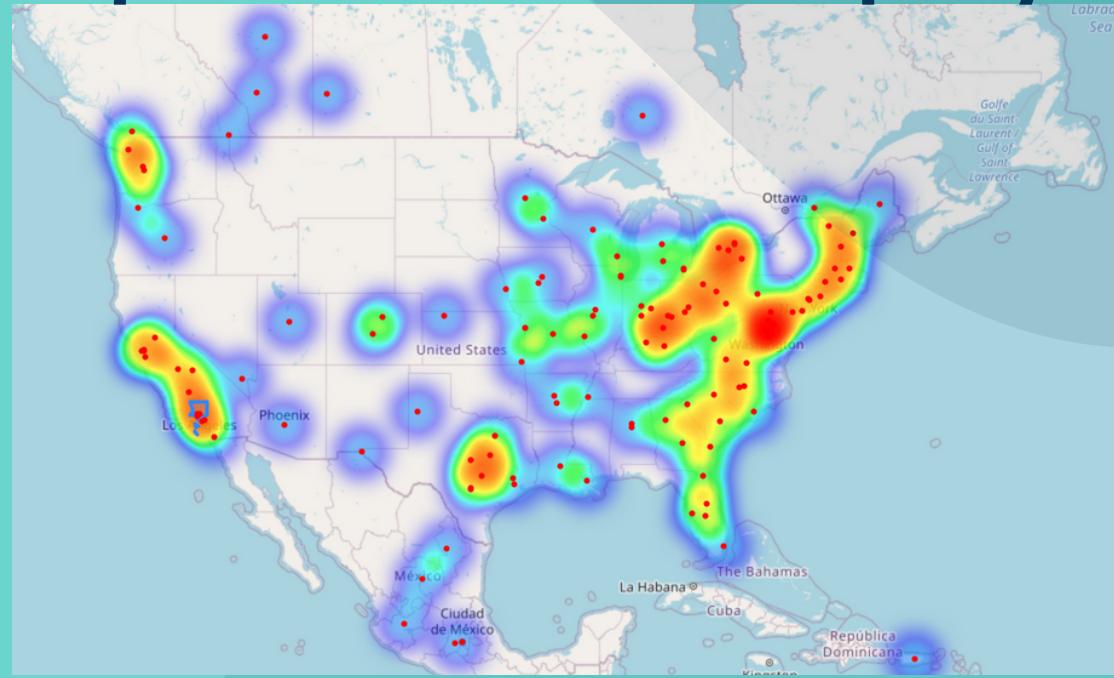


NOlympics LA @NOlympicsLA · Jan 11, 2021

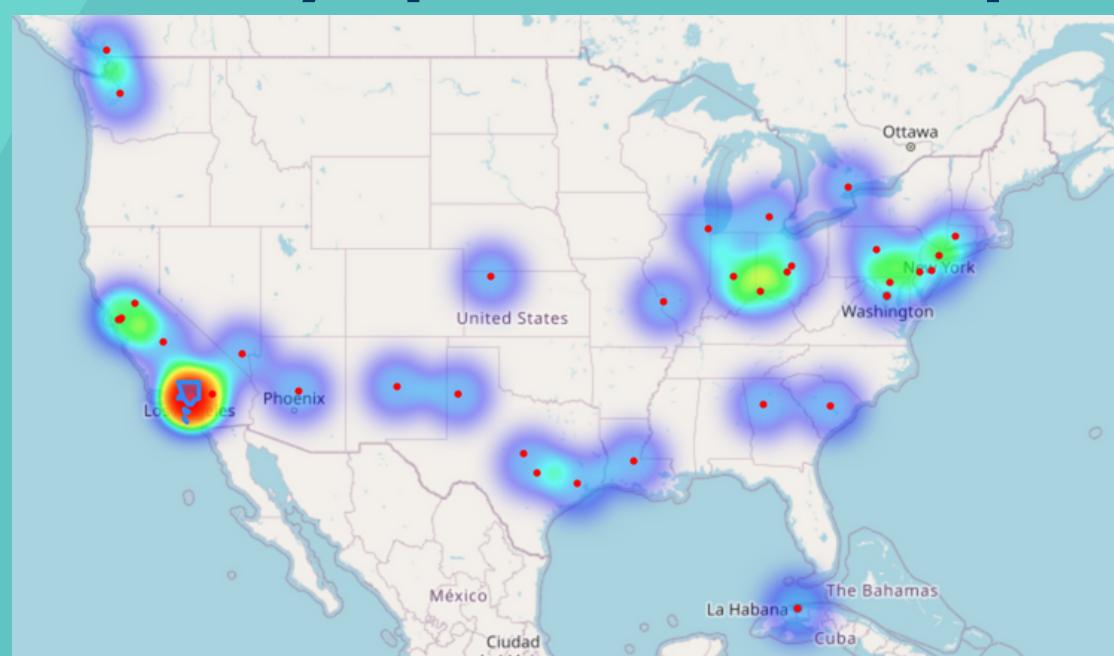
LAPD has been lying about its use of Facial Recognition Technology for 16 years.

We know the police are already trying to use mega events like #LA28 and the 2022 Super Bowl to justify FRT which preys on Black, Brown, and poor people. It must be banned.

Super bowl tweets frequency



LA28 Olympics tweets frequency



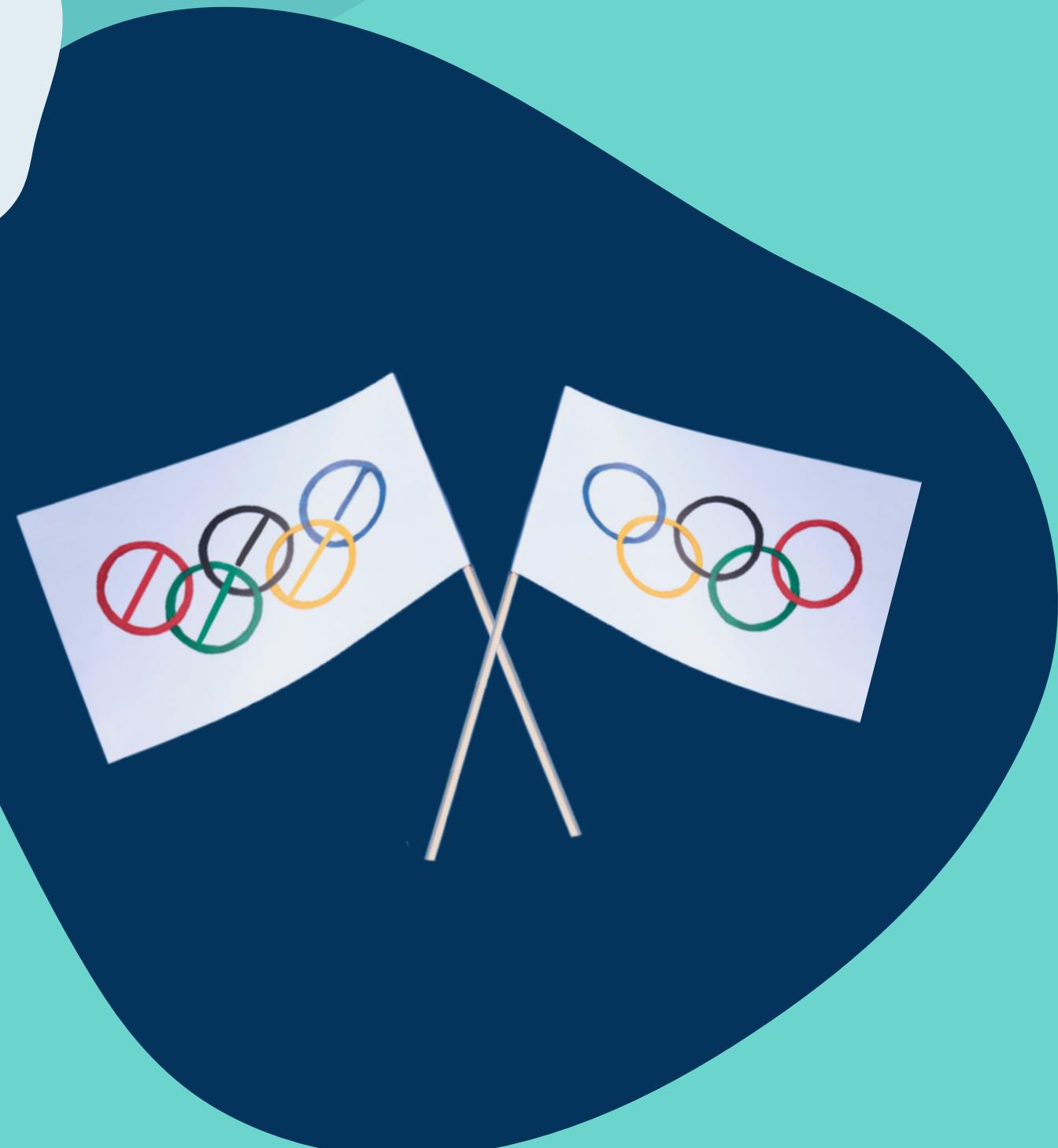
DISCUSSION ON METHODS

Sentiment Analysis

- Not perfect
- Did not correctly capture sentiment. It failed to capture specific feelings around people, specific (i.e. Jeffrey Epstein), along with sarcasm and open ended questions.
- Overall sentiment for each dataset matches the "mood" for each word cloud except for NOlympicsLA, who's sentiment is not biased towards one feeling and remains pretty standard across.

LDA Analysis

- LDA analysis gave us a hint of what topics were being discussed over people's feelings
- Was more informative over sentiment analysis



CONCLUSION

- **Hot topics** are about social security and equality.
- The data doesn't immediately see opinions + sentiments of residents in Los Angeles regarding LA28 and the Super Bowl.
- People against Olympics in LA live in **unsafe areas near LA28 venues**.
- Super Bowl LVI activity possibly **foreshadows** how social media activity will look like for the Olympics.

SUGGESTIONS FOR LA CITY & LA28 COMMITTEE

- Improve the **basic infrastructure**, including transportation, helping homeless people, especially around the Olympics Stadiums.
- Restrain **police** behaviors, especially the use of weapon-like stuff on civilians.
- **Listen to constituents** who are already bringing up points of concern to create future solutions.
- Divert **funds** from the Olympics back to the surrounding community to address concerns.

DISCUSSION ON LA28

- In order to counter being drowned out by fans of mega-events online, what can activists groups do/change in order for their opinions + critiques to generate the most impressions and reach more people?
- Are points of concern of LA residents an issue of awareness?



FURTHER RESEARCH

- Detailed sentimental analysis for each group of topics.
- Network analysis of the hot tweeted tweets.
- Analysis of how Twitter activity changes in time sequence.

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<https://www.britannica.com/list/7-ways-hosting-the-olympics-impacts-a-city>

Thank you!
Creating what's next.
#LA28