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Government Communications Service International

Problem Statements

GCSI

July 2023

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Scenario #1 Emergency Alerts

The issue:

The Cabinet Office Minister and his Press Team want to know how the UK's new emergency alert system is being portrayed in the news.

They also want a read on public sentiment towards the new alert system. The sentiment model within the team's media monitoring tool (Brandwatch) is known to be inaccurate and unreliable.



How can we use the dataset to...

...advise press teams on how they should respond, what extra communications are needed?

...understand public and news sentiment?

...develop key evidence of the main themes emerging from coverage of the emergency alert system?



Why is this important?

- We frequently run up against crises and need to be able to very quickly (in a matter of hours) make an assessment about public sentiment to inform our communications response.
 - This includes being able to spot misinformation narratives as they arise, where additional communications are required etc.
- Lots of media monitoring suppliers, platforms and tools that promise the world in terms of analysis but, sentiment and topic analysis is often unreliable and inaccurate.
- Being able to quickly respond to public sentiment allows us to better meet the public's needs.



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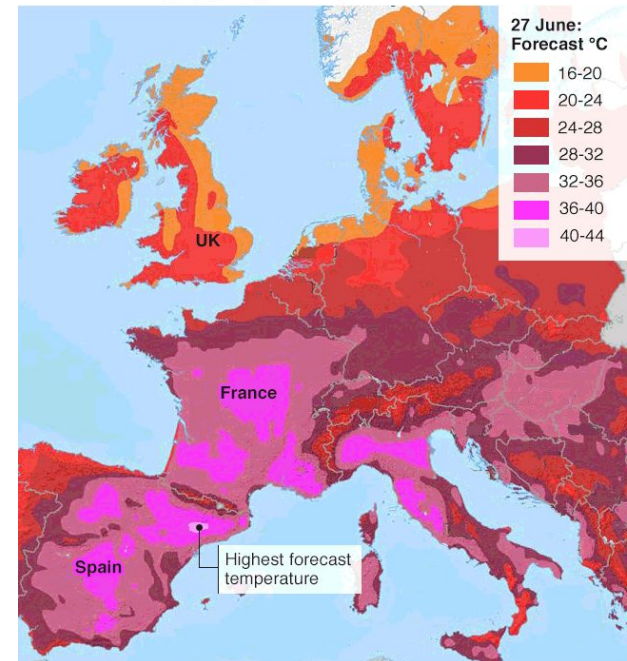
Scenario #1 Heatwave in Europe

The issue:

The Cabinet Office Minister and his Press Team want to know how the heatwaves in Europe are being portrayed in the news.

They also want a read on public sentiment towards different government responses to the heatwaves. The sentiment model within the team's media monitoring tool (Brandwatch) is known to be inaccurate and unreliable.

Heatwave gripping Europe



Source: ERCC/WMO

How can we use the dataset to...

...advise press teams on how they should respond if a heatwave affects the UK in the future?

...understand public and news sentiment towards government responses?

