



WHAT THE LONDON RIOTS TAUGHT US ABOUT SOCIAL MEDIA

**RI
OT**

AND WHO AM I TO SAY SUCH THINGS?

I'm a marketer and data enthusiast, but not a trained sociologist by any stretch.

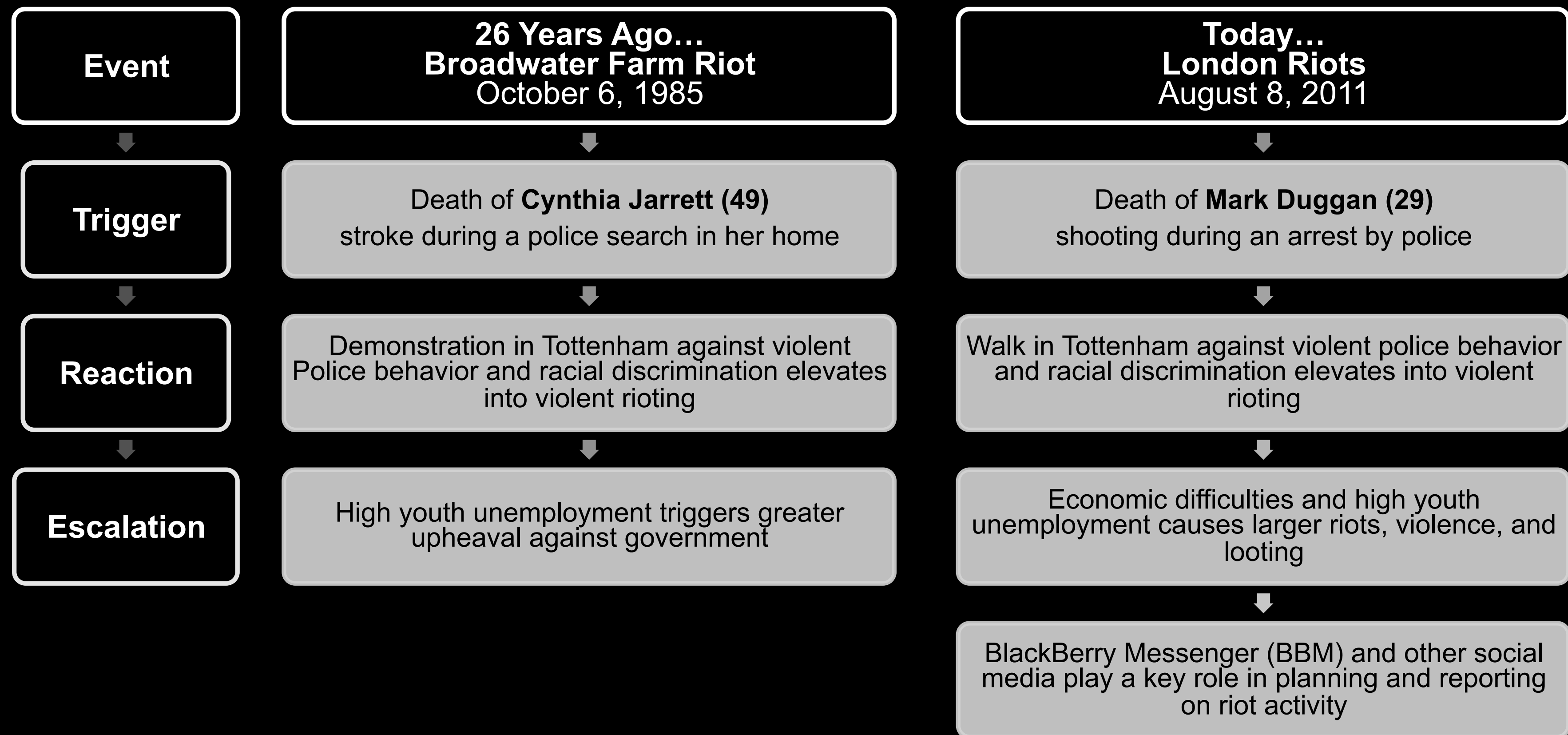
The insights I'll share today come from a career of chasing answers to a single question: "Why people do what they do?" This pursuit has been for the express purpose of influencing their behavior. The more extreme the behavior, the more challenging and rewarding the pursuit. For these reasons, the events in London during the Summer of 2011 are right up my alley. But everything I'll purport to have discovered should be taken with a medium- to large-sized grain of salt.

After all, I'm not even a Londoner.



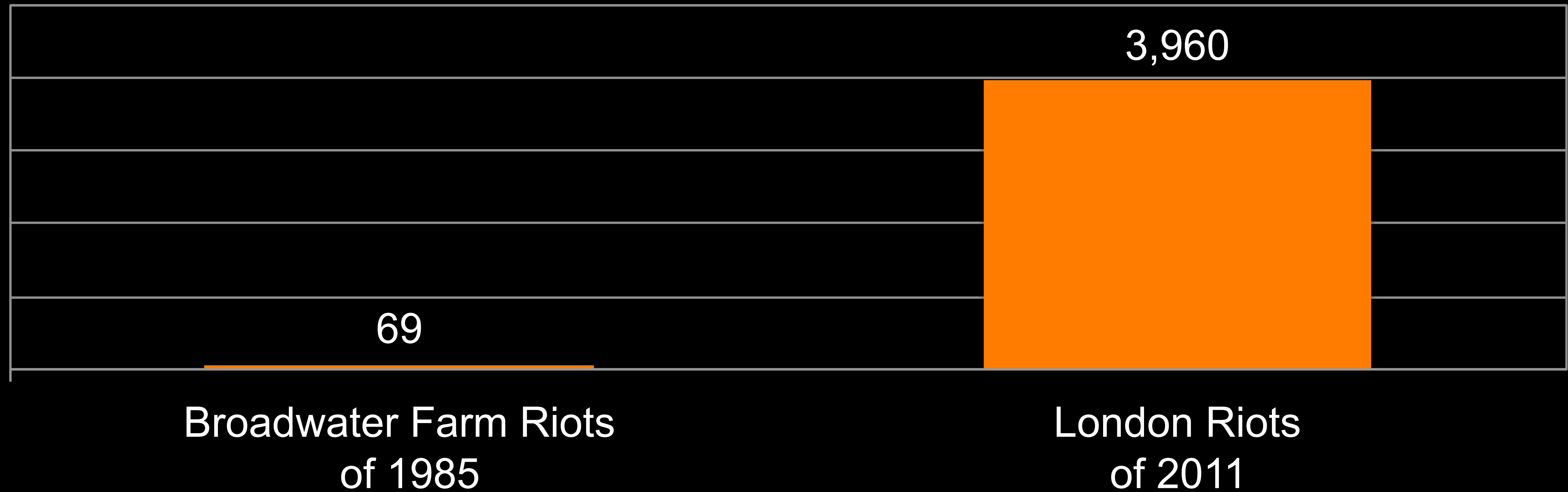
WHY DOES THIS FEEL SO FAMILIAR?

HISTORY REPEATS IN LONDON



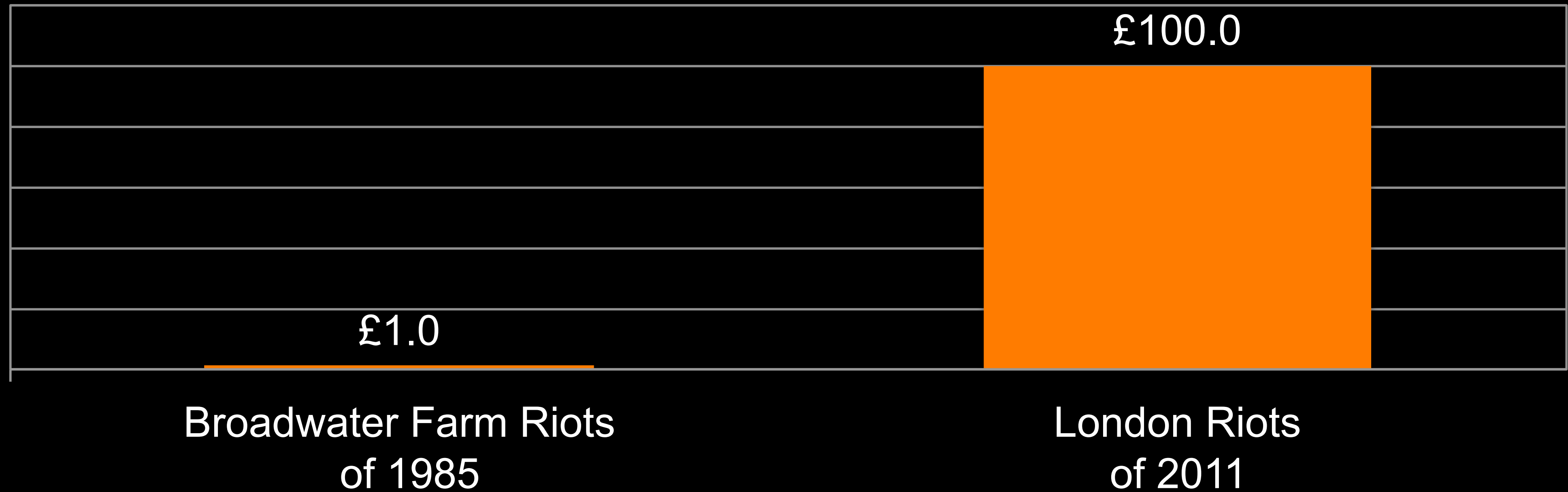
COMPARING THE RIOTS OF 26 YEARS AGO & TODAY

Number of Arrests Made During Riots
of 1985 and 2011



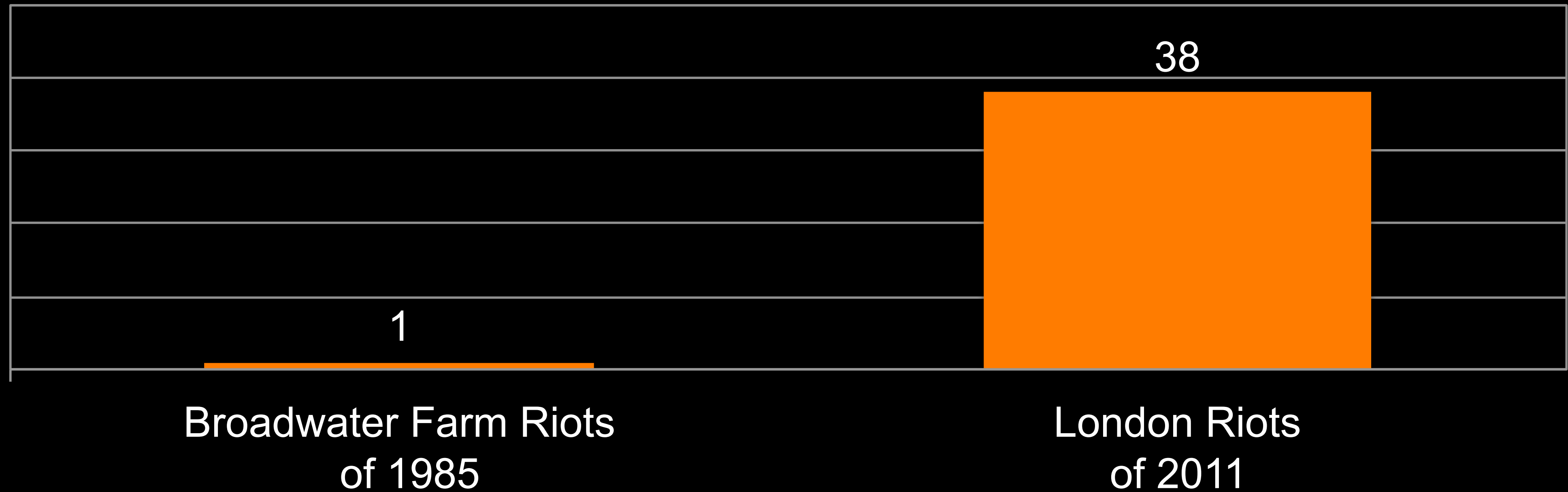
COMPARING THE RIOTS OF 26 YEARS AGO & TODAY

Value of Property Damaged During Riots
of 1985 and 2011 (£Millions)



COMPARING THE RIOTS OF 26 YEARS AGO & TODAY

Cities & Burroughs Affected by Riots
of 1985 and 2011



SO SIMILAR AND YET SO DIFFERENT...WHY?

Could the contemporary existence of social media be to blame?

Social networking is the only significant difference between the Braodwater Farm episode and the riots that spread across the UK this summer. In fact, it is reasonable to argue that without BBM messaging, Twitter and Facebook, the riots of 2011 could have been contained to a relatively small geographic region of London -- much like the rioting was in 1985. That social media had an impact seems undeniable.

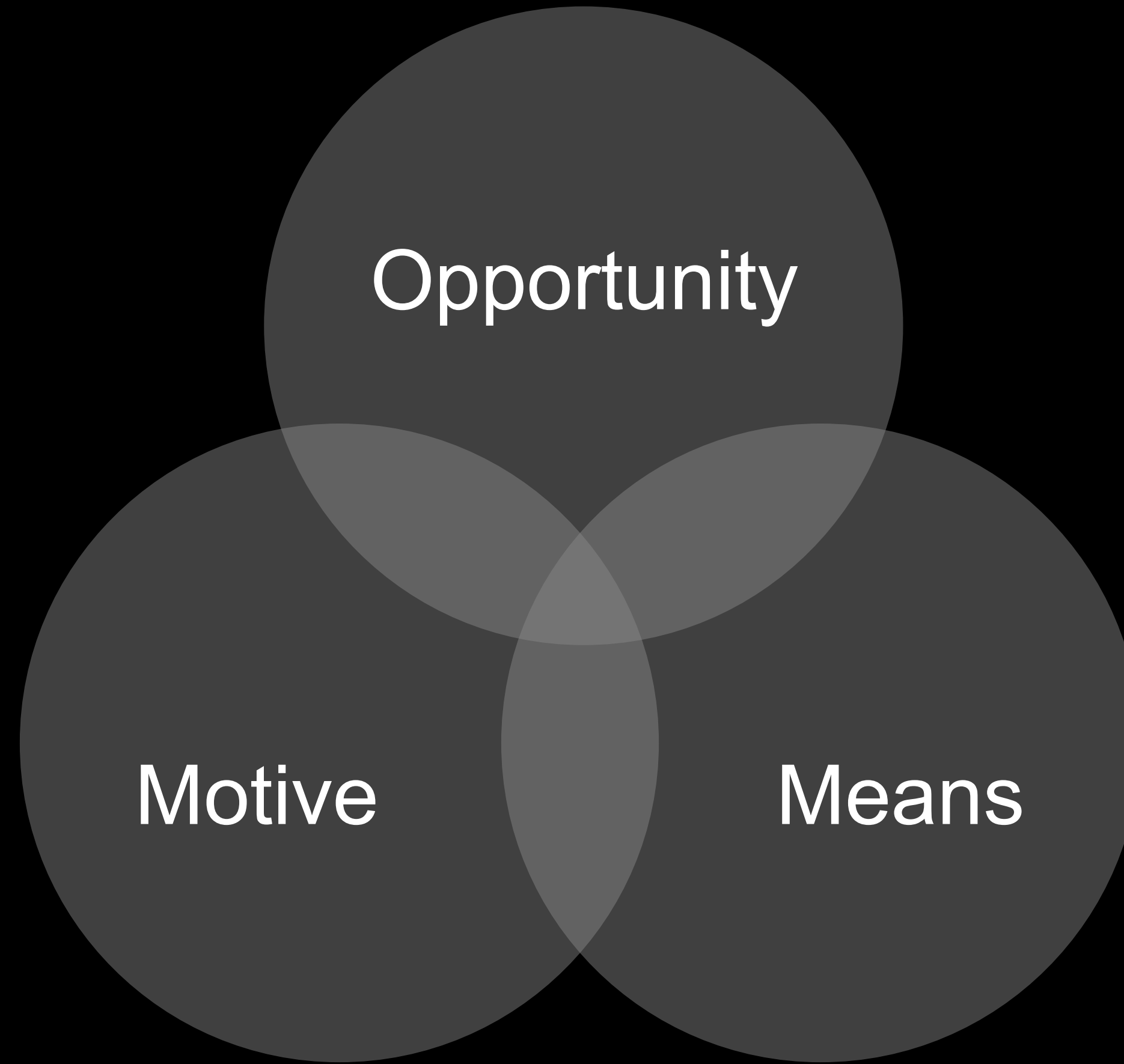
But to understand why, we must understand what activated the behaviors that produced such devastation.



WHAT ACTIVATES BEHAVIOR?

 @kevinhartman | #sxswriots

FOUR CONDITIONS LEAD TO BEHAVIOR



FOUR CONDITIONS LEAD TO BEHAVIOR

“I CAN CHOOSE: ACT OR NOT.”

“Moment of truth” for a person at which point they do, do not act



Opportunity

“I CAN RATIONALIZE.”

Reason a person gives to account for the behavior

Motive

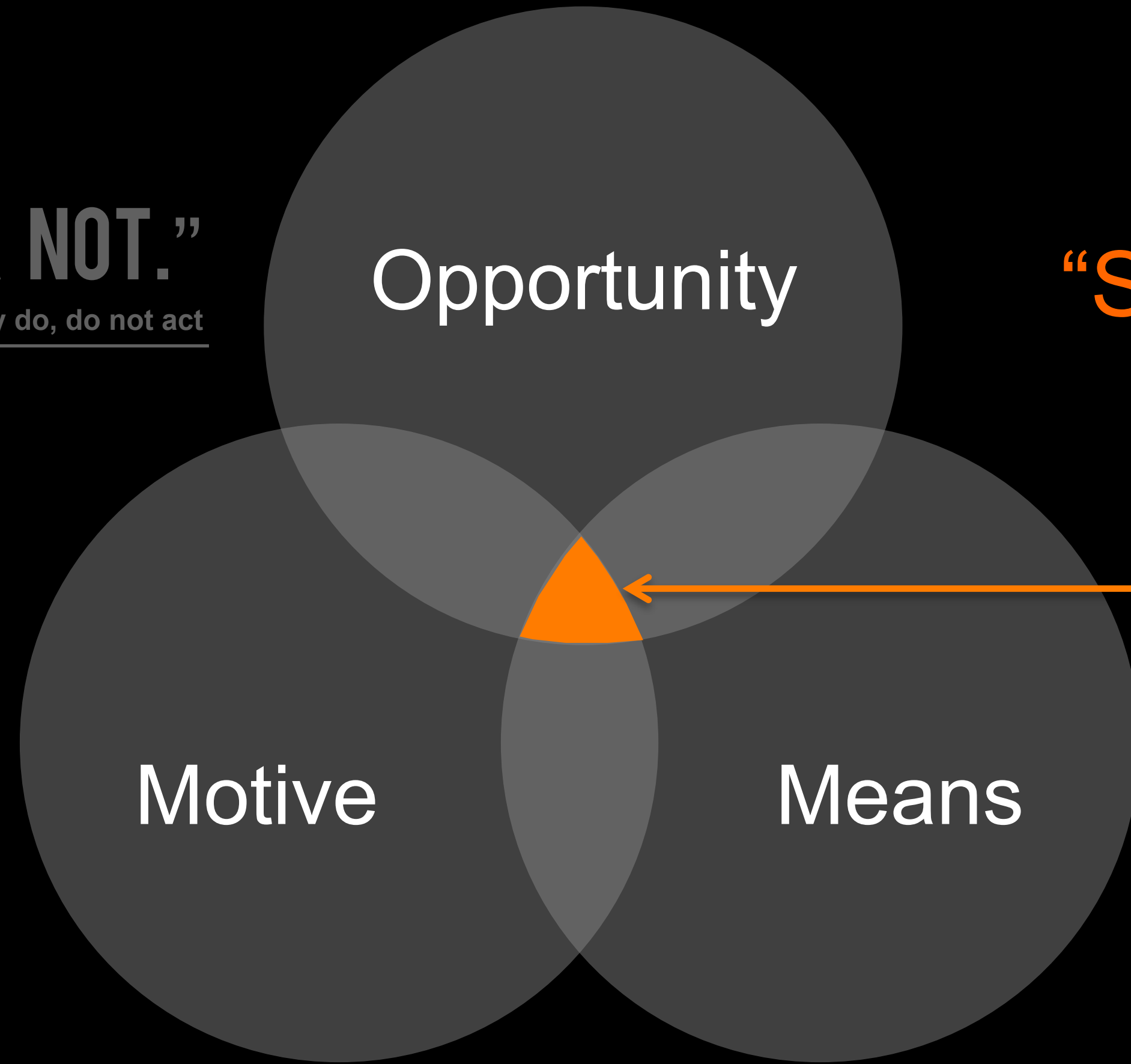
Means

“I CAN PARTICIPATE.”

Physical, mental, resources required for behavior

FOUR CONDITIONS LEAD TO BEHAVIOR

“I CAN CHOOSE: ACT OR NOT.”
“Moment of truth” for a person at which point they do, do not act

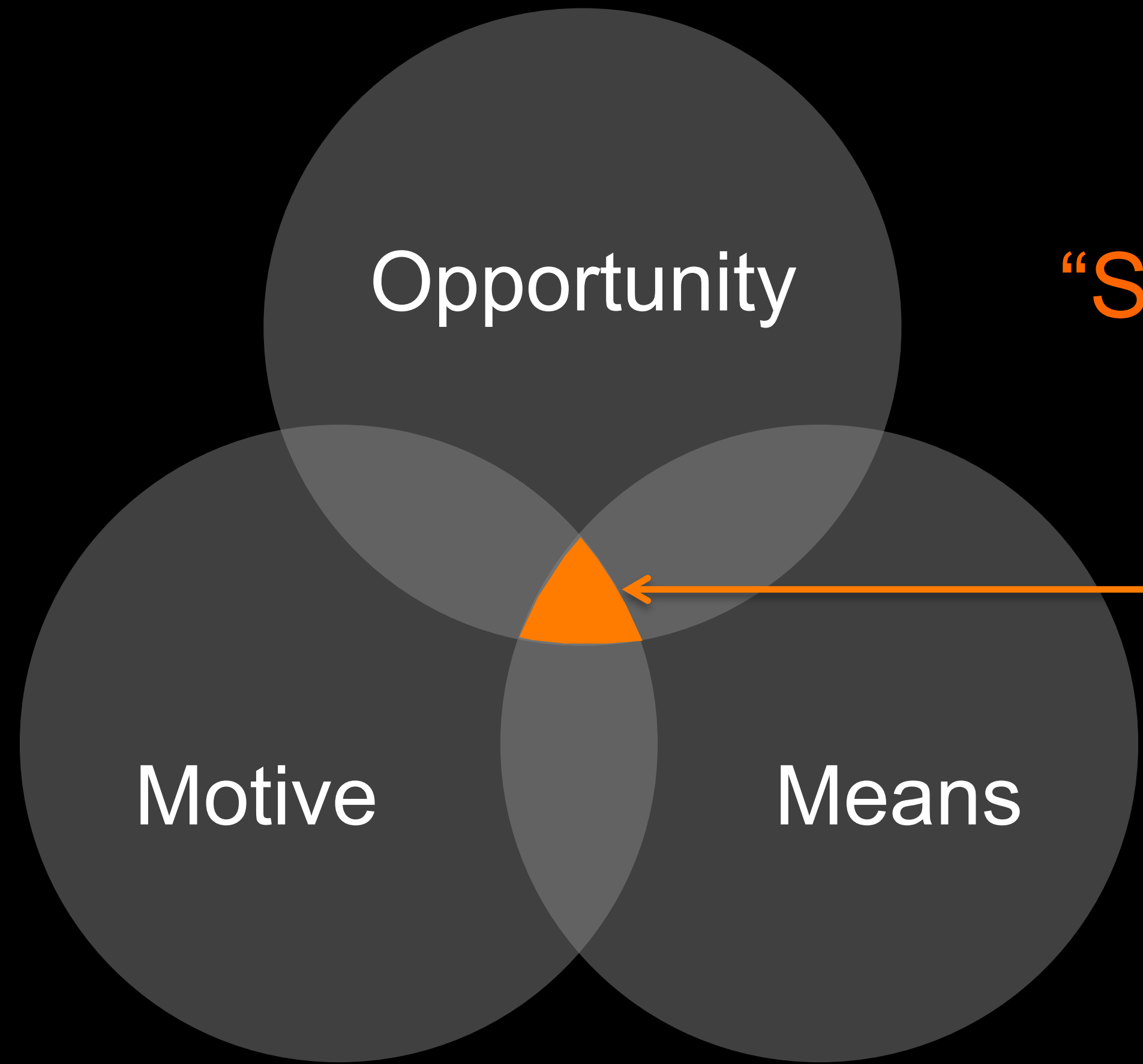


“Spark”

“I CAN RATIONALIZE.”
Reason a person gives to account for the behavior

“I CAN PARTICIPATE.”
Physical, mental, resources required for behavior

FOUR CONDITIONS LEAD TO BEHAVIOR

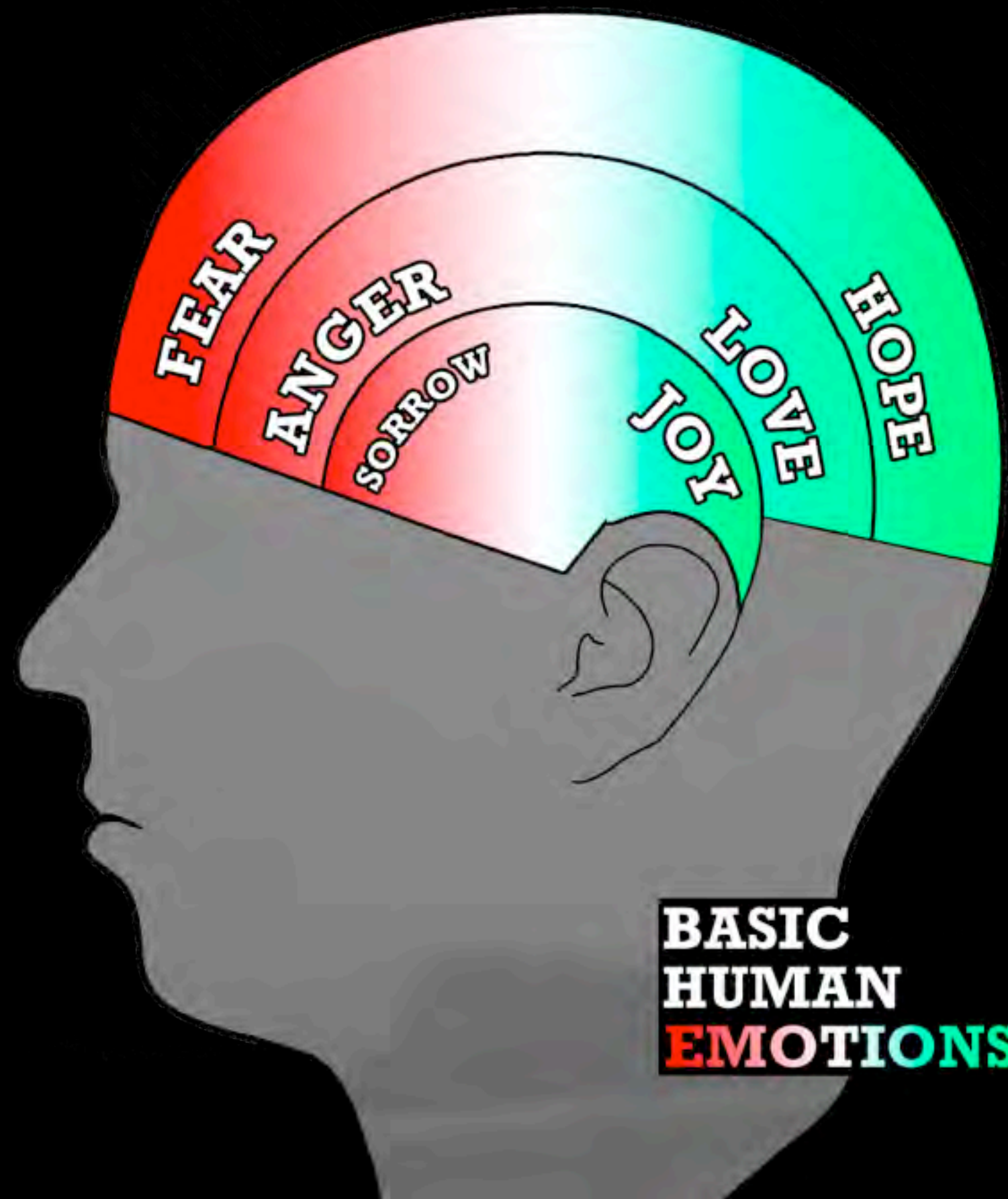


“Spark”

- 1. REAL_{or}
- 2. IMAGINED_{or}
- 3. FABRICATED_{or}
- 4. USURPED

Emotional event that activates a behavior

HUMANS ALL SHARE A BASIC SET OF EMOTIONS



HUMANS ALL SHARE A BASIC SET OF EMOTIONS

FEAR

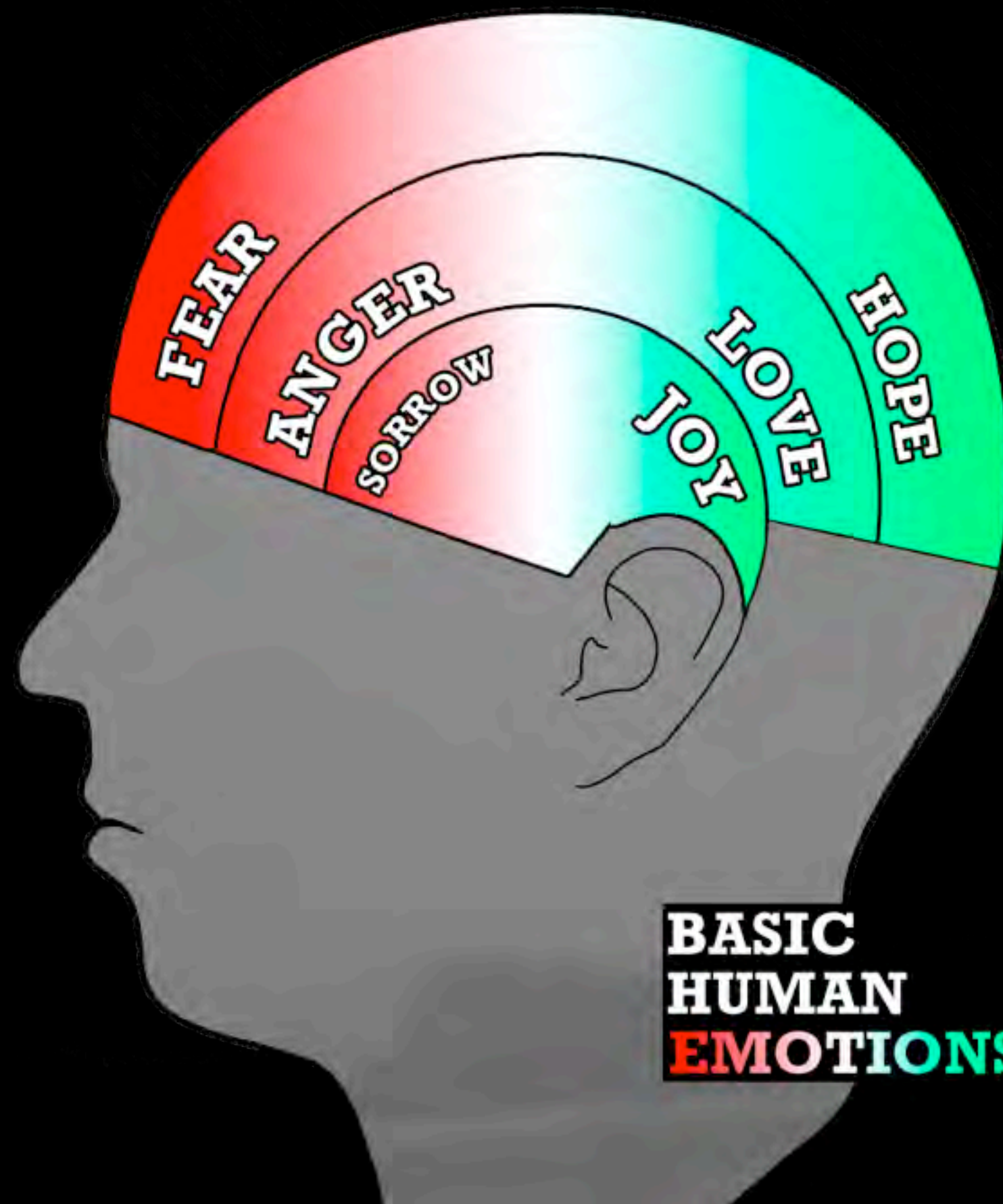
Distress aroused by impending danger, evil, pain

ANGER

Displeasure and belligerence aroused by a wrong

SORROW

Grief, regret in reaction to loss, disappointment



HOPE

Excitement in response to expectation, excitement

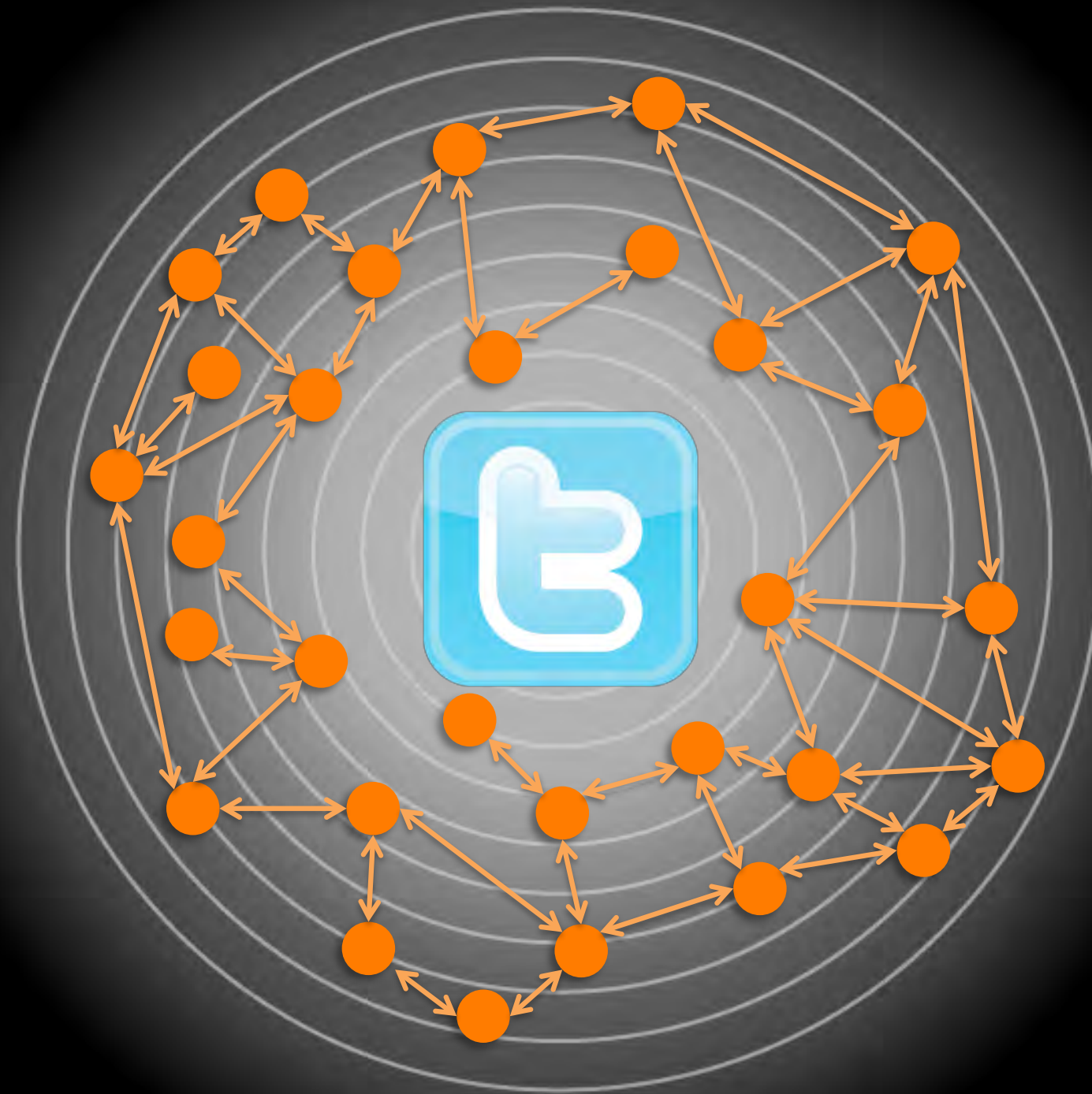
LOVE

Personal attachment to or affection for something

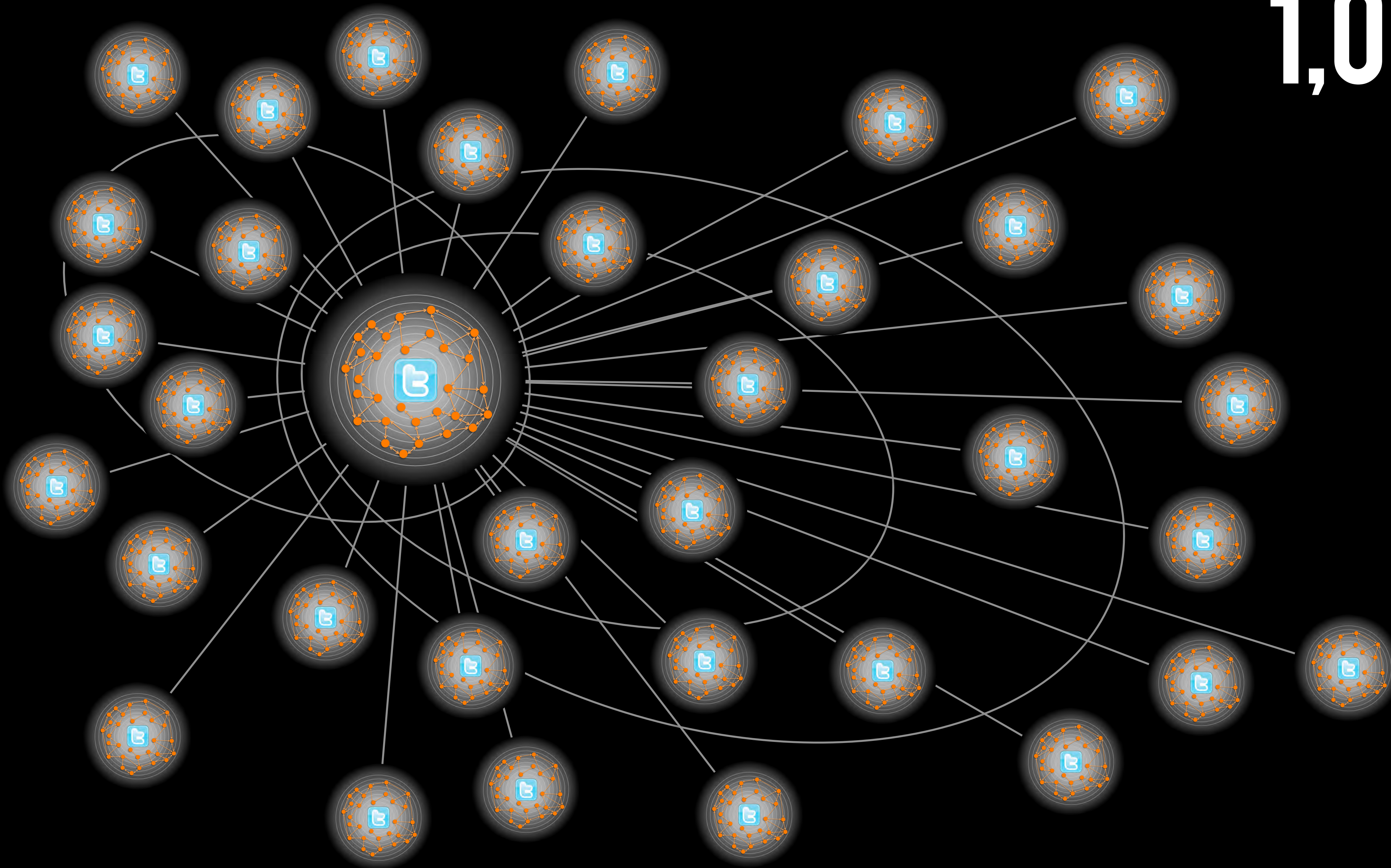
JOY

Delight, happiness caused by something satisfying

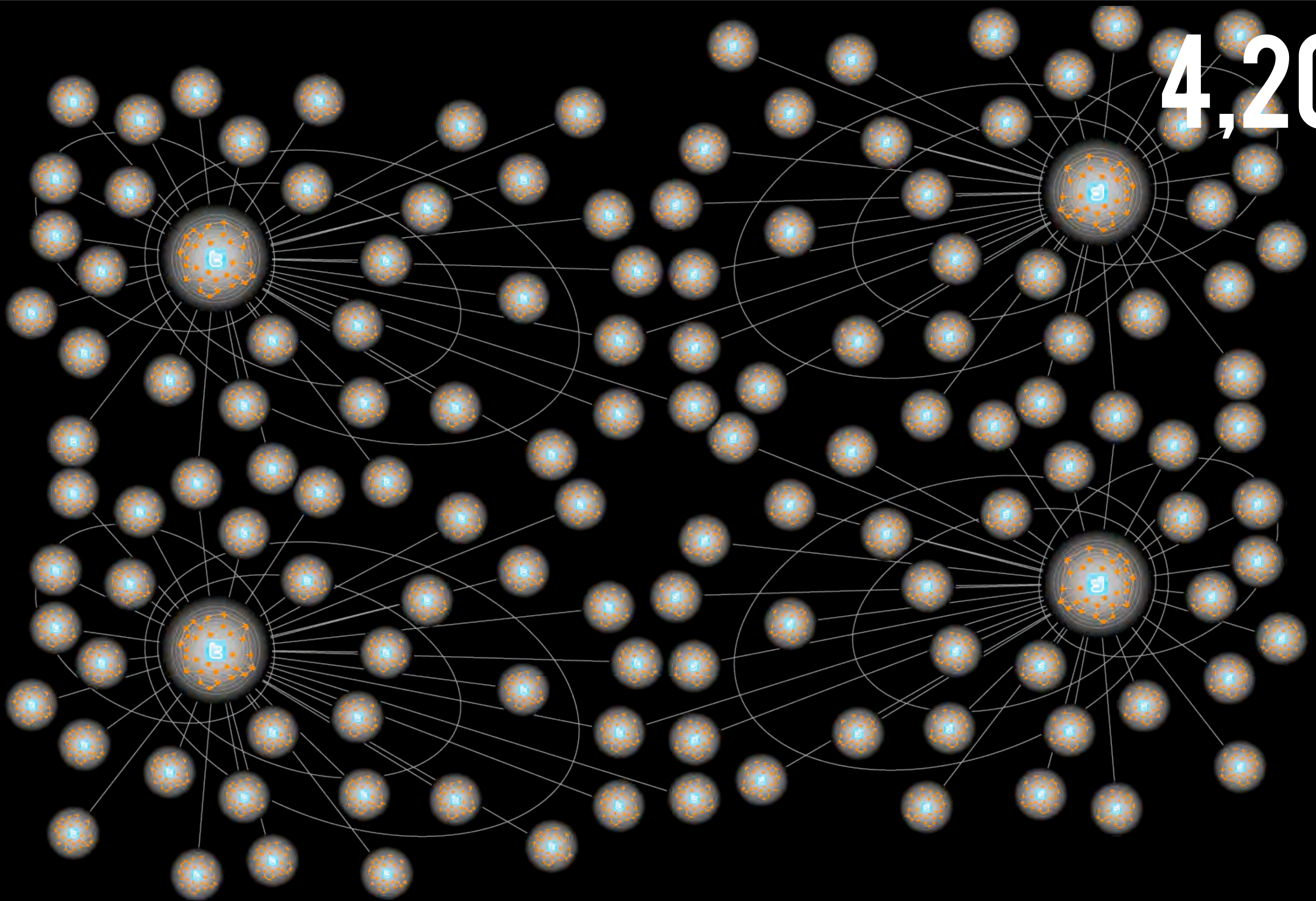
VIRTUAL SOCIAL CONNECTIONS ARE CONDUITS FOR EMOTION



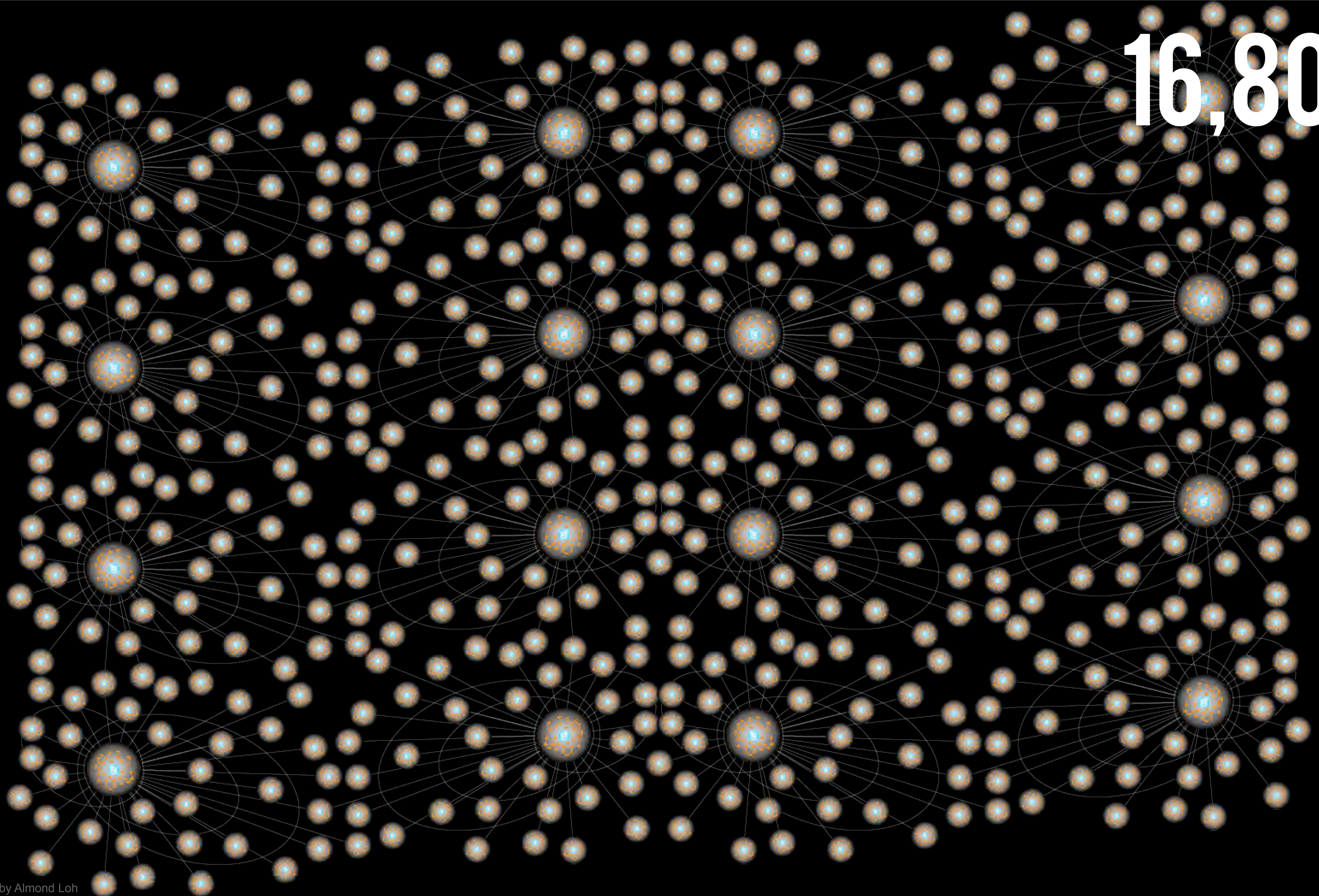
1,050



4,200

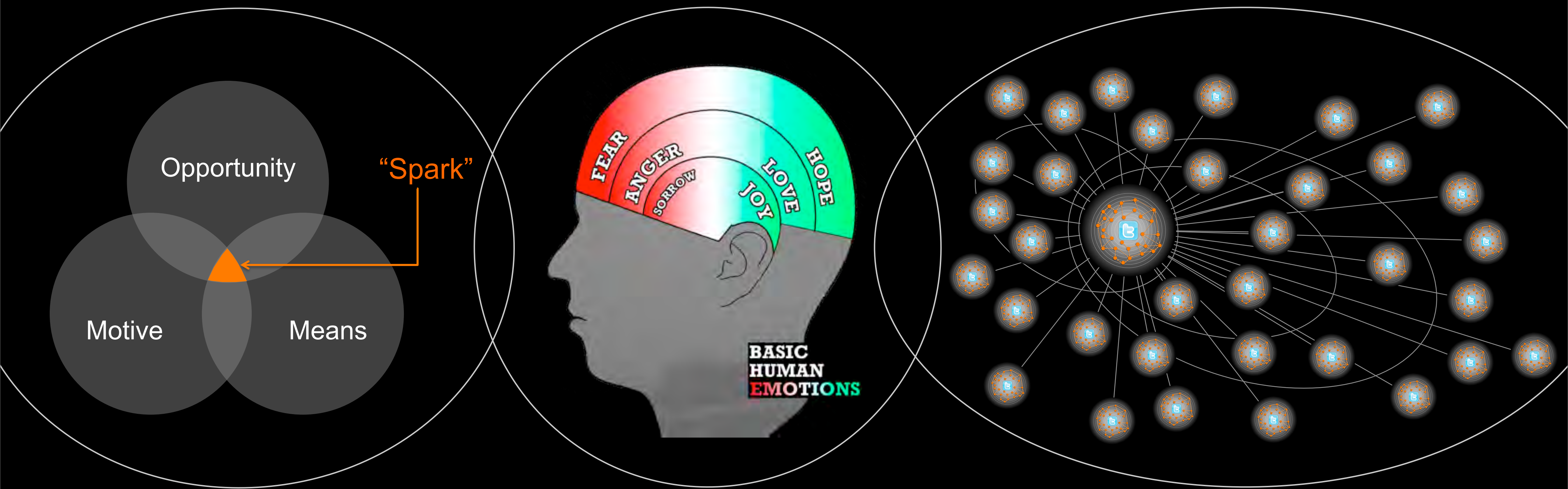


16,800



1 MILLION

IT ALL COMES TOGETHER AS THE **BLAZE THEORY** OF BEHAVIOR



A photograph capturing a chaotic scene during the 2011 London riots. In the foreground, a dense line of riot police is seen from behind, wearing blue helmets with yellow identification codes and carrying shields. The background is filled with a large crowd of people, some appearing to be looting or running. A car in the middle ground is engulfed in bright orange flames, with thick black smoke rising into the air. The overall atmosphere is one of intense civil unrest.

HOW WERE THE LONDON RIOTS ACTIVATED?

 @kevinhartman | #sxswriots

MEANS



THE COMPUTER IN YOUR PHONE IS

A MILLION TIMES CHEAPER

A THOUSAND TIMES STRONGER

A HUNDRED TIMES SMALLER

THAN THE SOLE COMPUTER

AT MIT IN 1969

Growth in Global Facebook Membership
December 2009 to December 2011

337M
Members



December 2009

585M
Members



December 2010

800M
Members



December 2011

Growth in Global Daily Twitter Volume
December 2009 to December 2011

200M
Tweets

35M
Tweets

3M
Tweets



December 2011

December 2010

December 2009



ACTIVE SOCIAL NETWORKERS



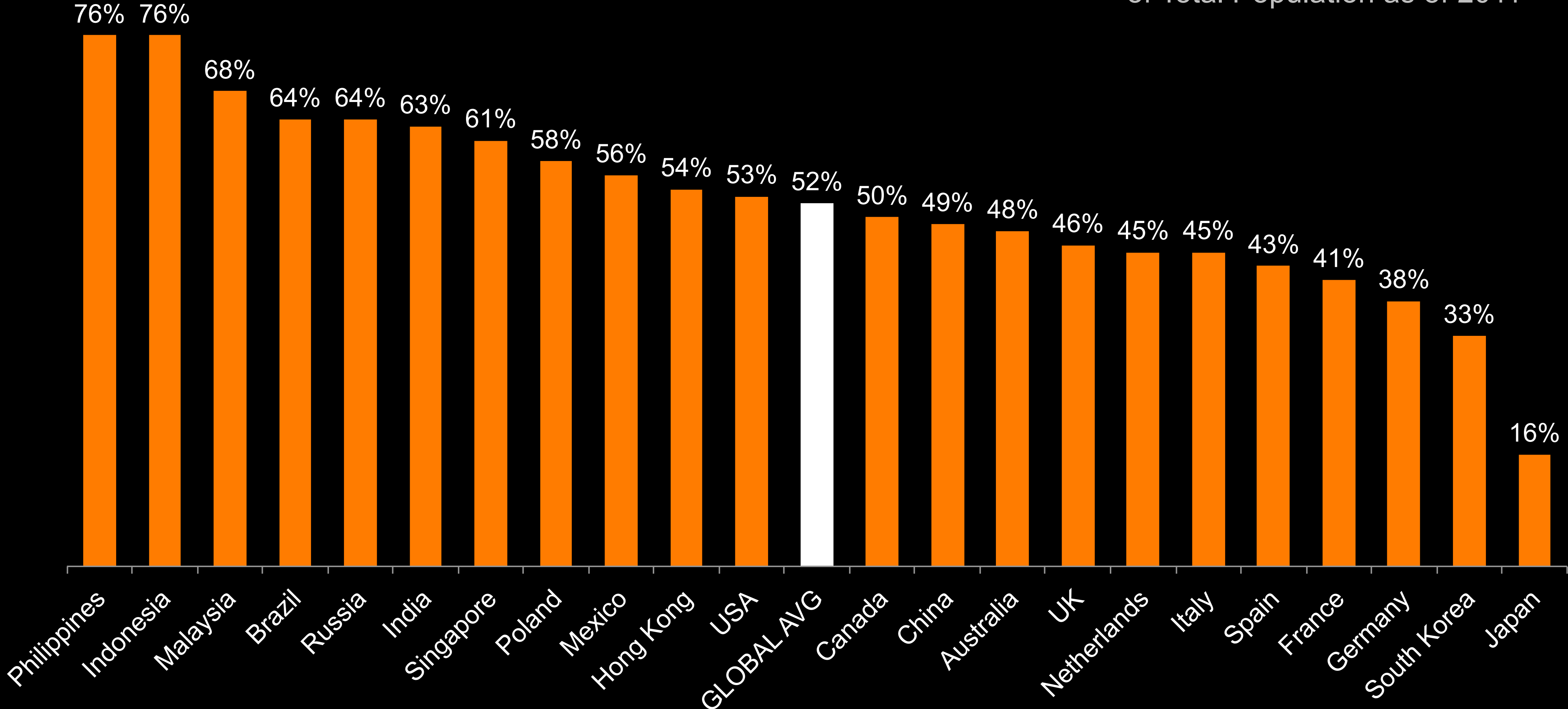
comprised of

566M
GLOBAL

52%  **ADULTS FROM DEVELOPED COUNTRIES**

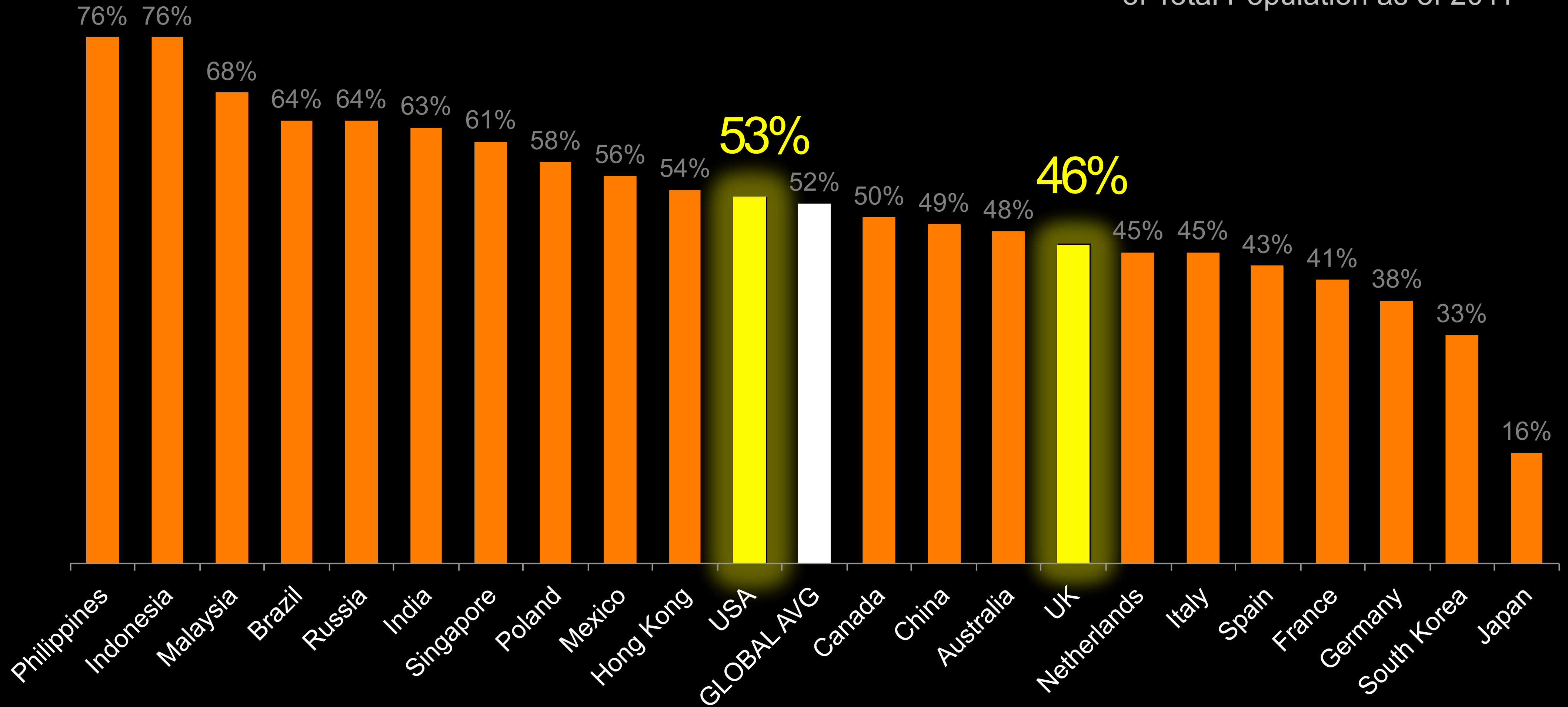
134M IN  

Active Social Networks as a Percent of Total Population as of 2011



Source: Global Web Index

Active Social Networks as a Percent of Total Population as of 2011



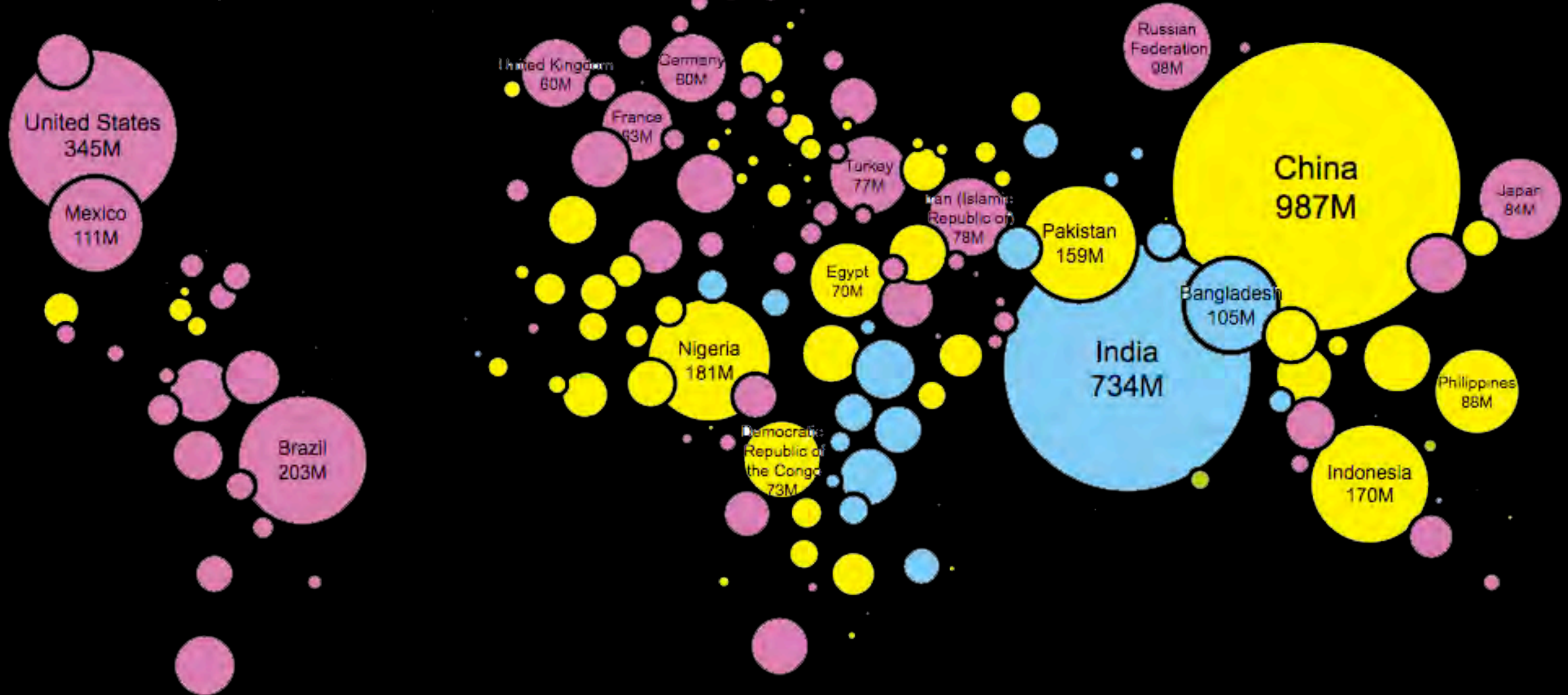
Global Urban Population, 2020



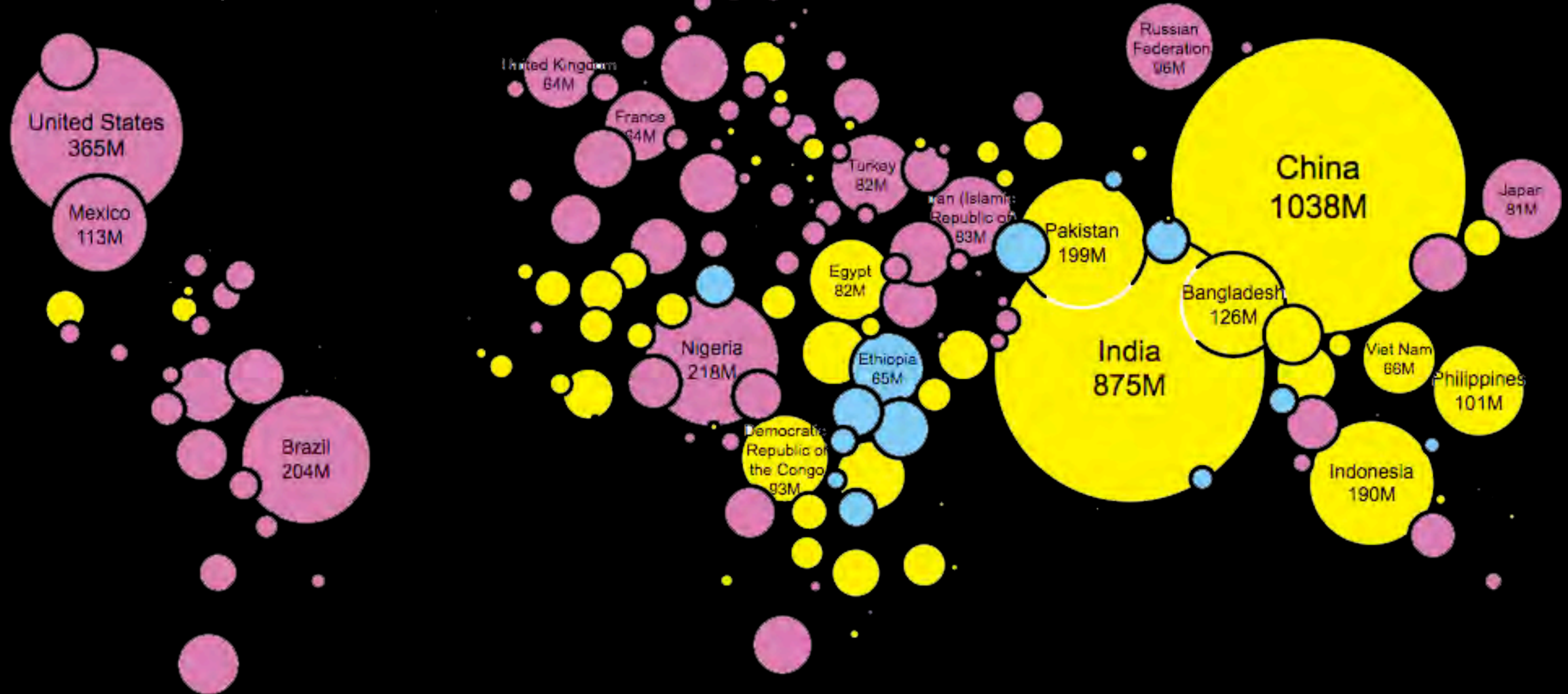
Global Urban Population, 2030



Global Urban Population, 2040



Global Urban Population, 2050



90%

HOW MUCH GLOBAL DATA DO WE HAVE?

50%

0%

01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101 01101010010101

1936
Z1-ISBORN
Data collection era begins

1980s
BIG CLUNKY BOXES
The term "Home Computer" is introduced to the market

Estimated Number Of People The Average Person Speaks With In A Day



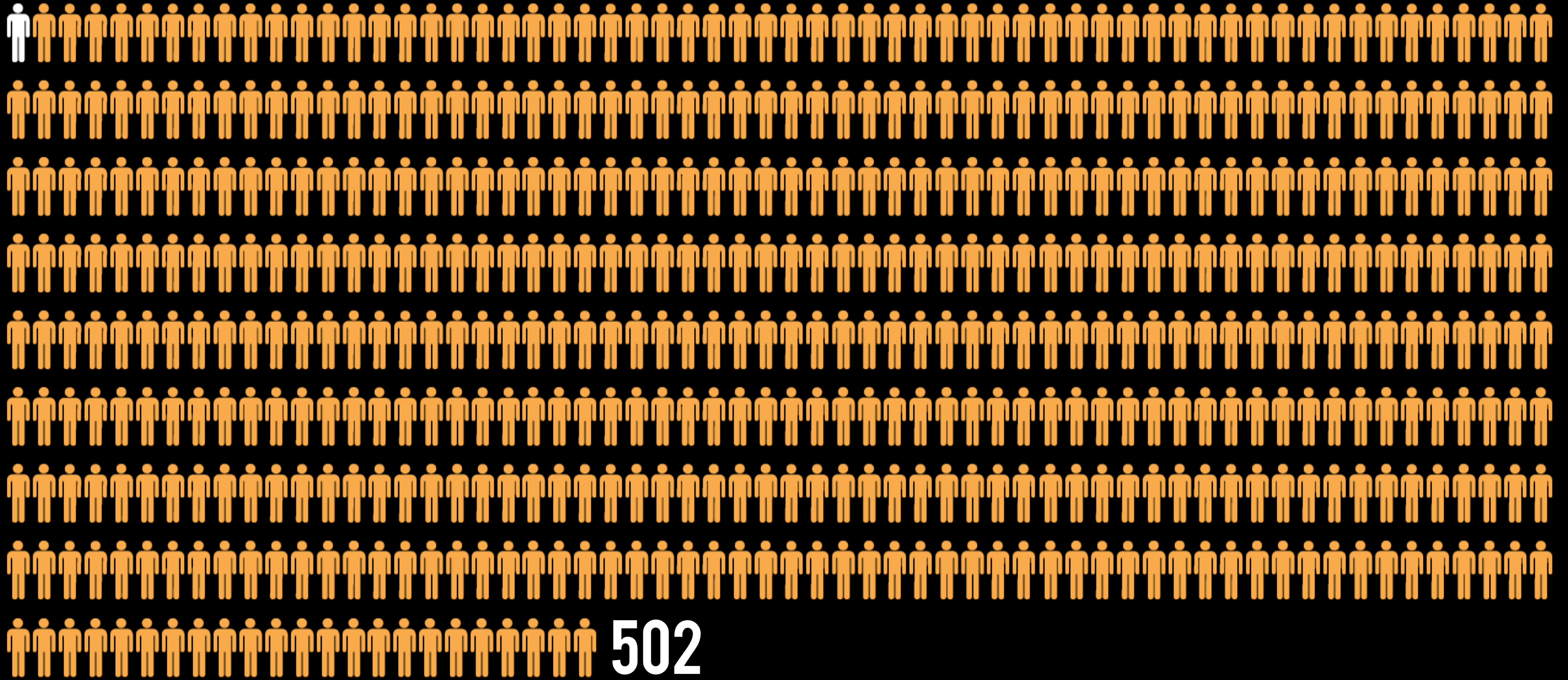
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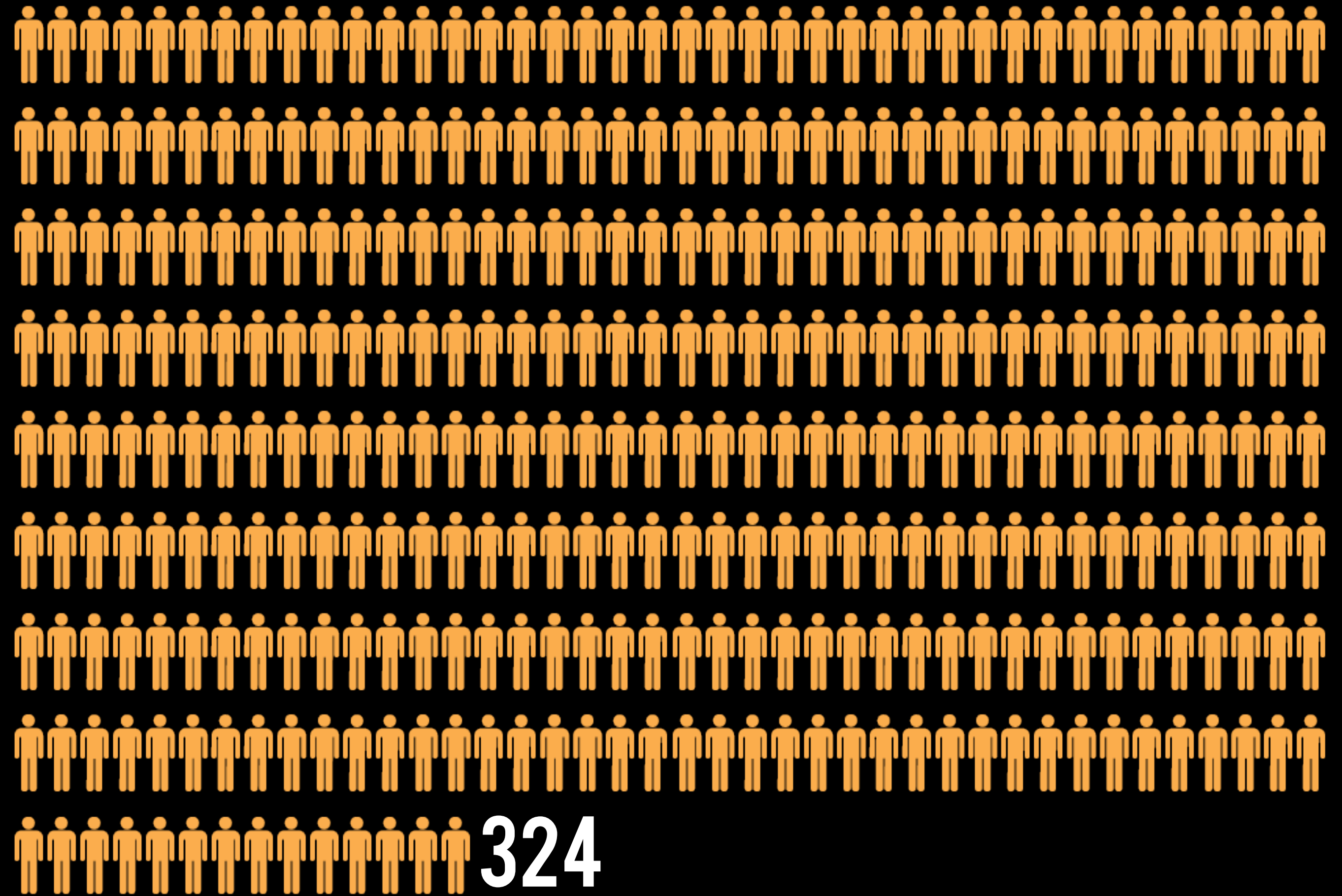
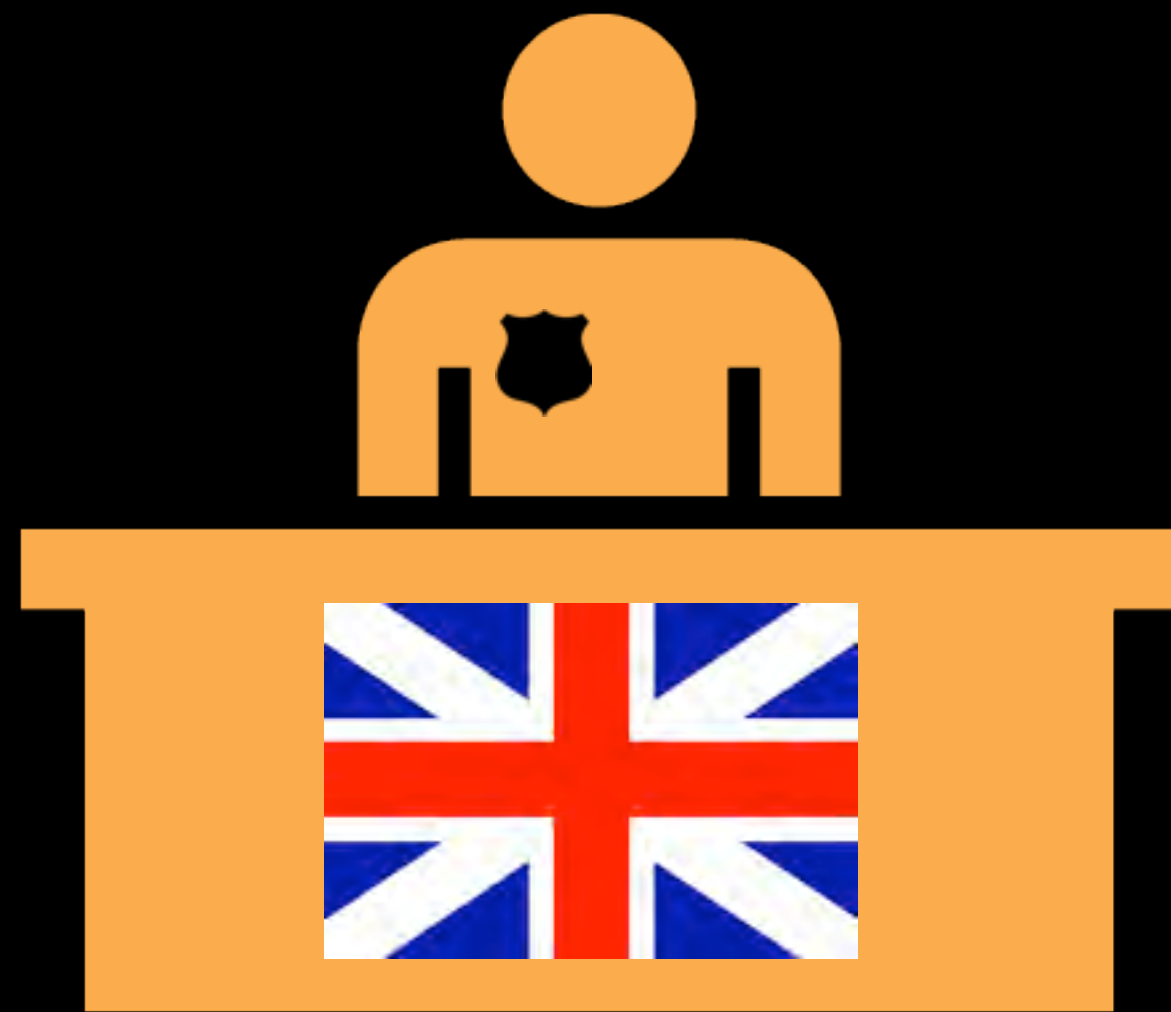


Average Number of Social Network Contacts of a UK Adult, 2010

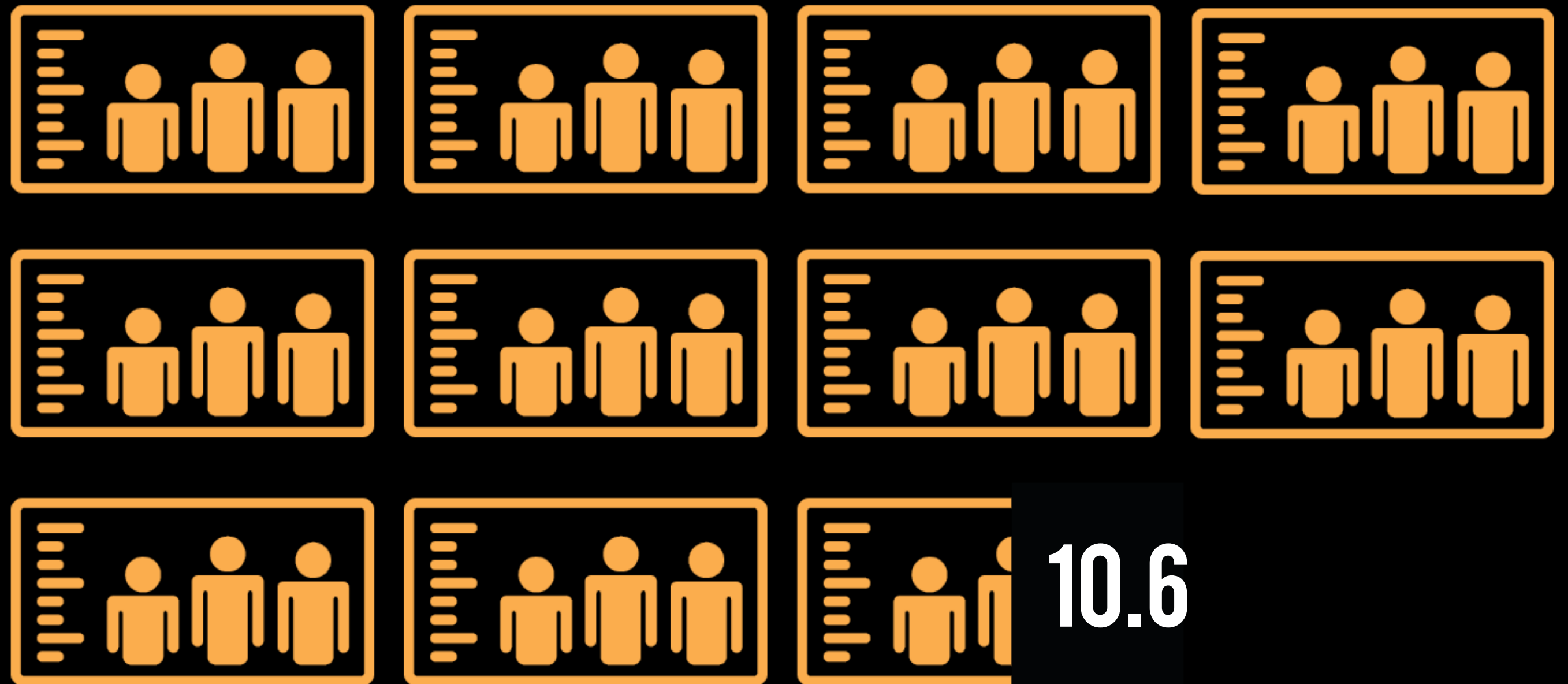
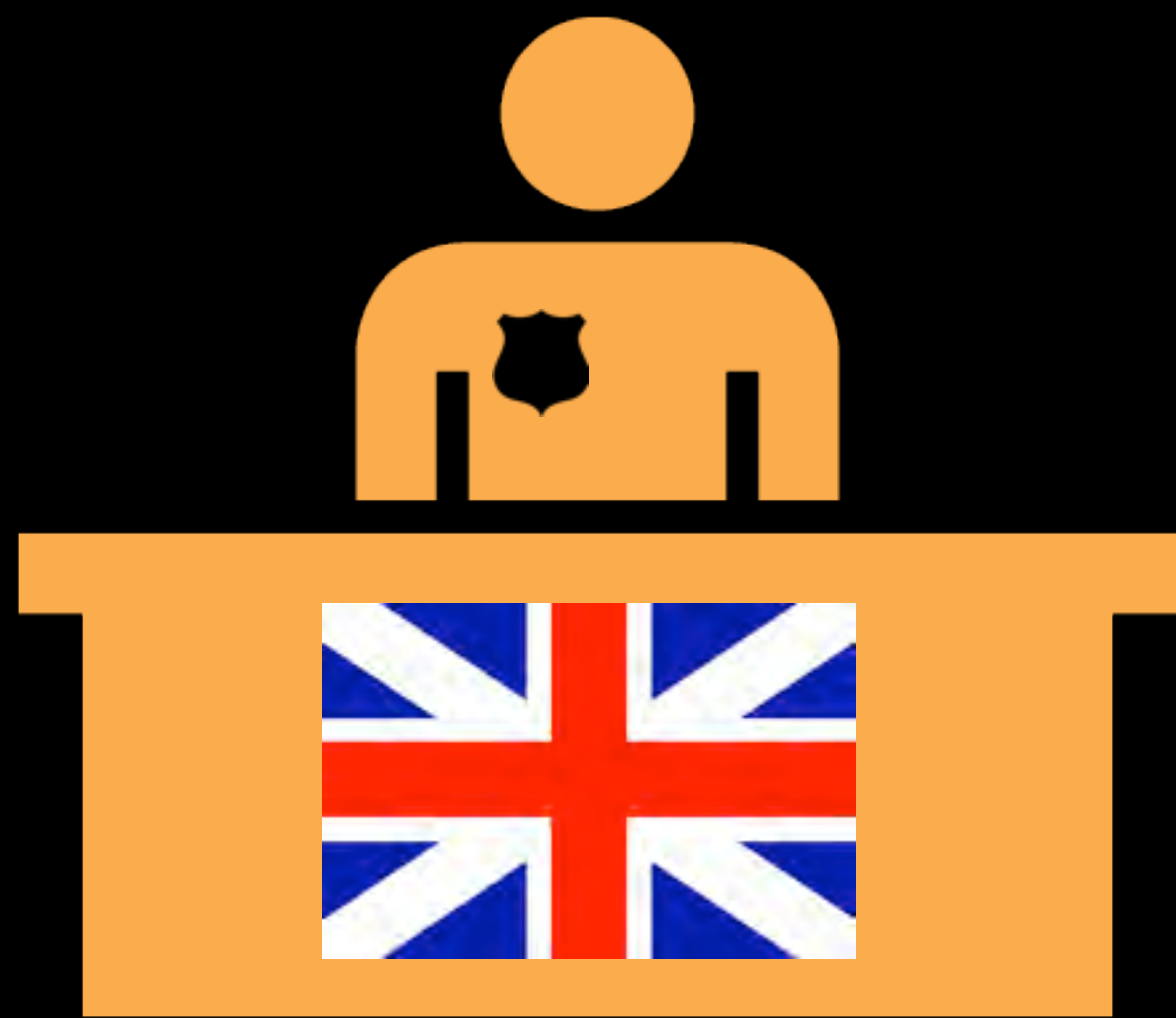


OPPORTUNITY

Citizens per Law Enforcement Officer in the UK, 2010



Violent + Property Crimes per Law Enforcement Officer in the UK, 2010



I pull out my Blackberry and check for the blinking light in the top corner -- nothing yet -- so I type in a single word 'Hackney?' and send it to all my contacts. I only have to wait two or three seconds before I get responses.

'Sounds good,' I say.

I wasn't involved on the Saturday night, I had nothing to do with the protest about the shooting on Ferry Lane. It wasn't until the Sunday that I tagged along, once the word had spread that it was moving on to Wood Green, just round the corner from me in Muswell Hill, once folk told me that the police weren't stopping it -- *we's one step ahead of the Feds, burv* -- and that I'd best get involved quick before all the best bargains went.

-- Anonymous

MOTIVE



X CARRYING MASSIVE STUDENT LOANS AND CREDIT CARD DEBT

Y CARRYING LESS DEBT, LESS URGENT NEED FOR WEALTH

X 46-37 YEARS OLD

Y 36-25 YEARS OLD

X MOST EDUCATED IN HISTORY

Y WILL BE THE MOST EDUCATED GENERATION IN HISTORY

X LOST MOST OF SAVINGS IN TWO MARKET CRASHES

Y HAS HIGH LEVELS OF DISCRETIONARY INCOME



X VICTIMS OF "ASS CEILING" CREATED BY BOOMERS

Y UNABLE TO FIND JOBS

X ENDURING 2ND RECESSION OF PROFESSIONAL CAREERS

Y THINKS OF SPEND ON TECH AS A NEED, NOT A WANT

X ENTERING MOST "EXPENSIVE" LIFE STAGE

Y INSTANT GRATIFICATION IS A WAY OF LIFE



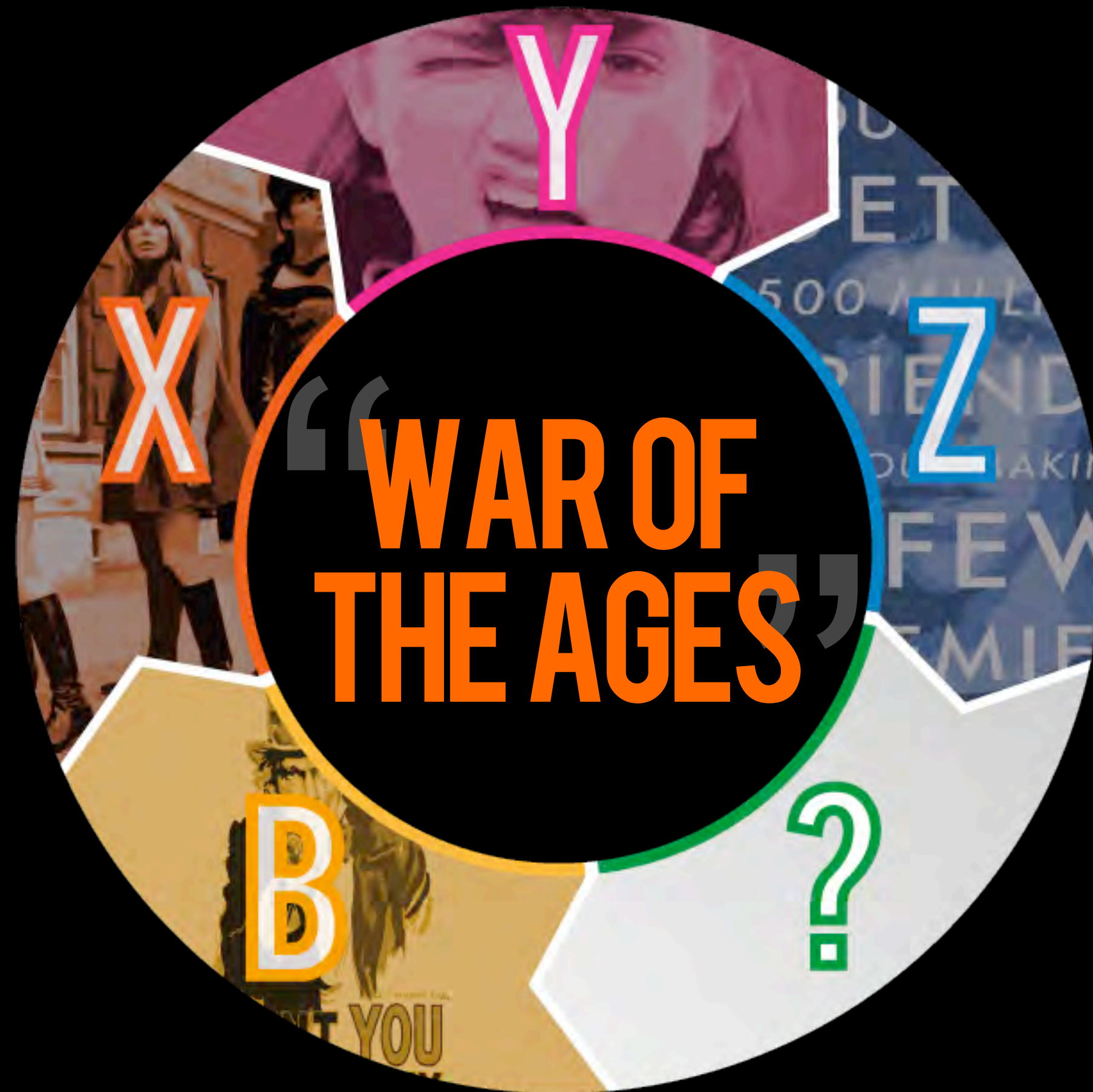
A GENERATIONAL DYNAMIC HAS EMERGED



A GENERATIONAL DYNAMIC HAS EMERGED



A GENERATIONAL DYNAMIC HAS EMERGED



INHERENT DISTRUST OF AGE

Maturity fears youth as disruptive, youth fears structures of maturity

POWER INEQUALITY

Maturity has systemic advantage, youth has innovation

THE “DISENFRANCHISEMENT OF YOUTH”

Maturity uses existing structures and social systems to thwart, frustrate youth

BRITAIN'S OWN "WAR OF THE AGES"

UK Social Network Awareness
2010 to 2011



2011 – 100%
2010 – 93%



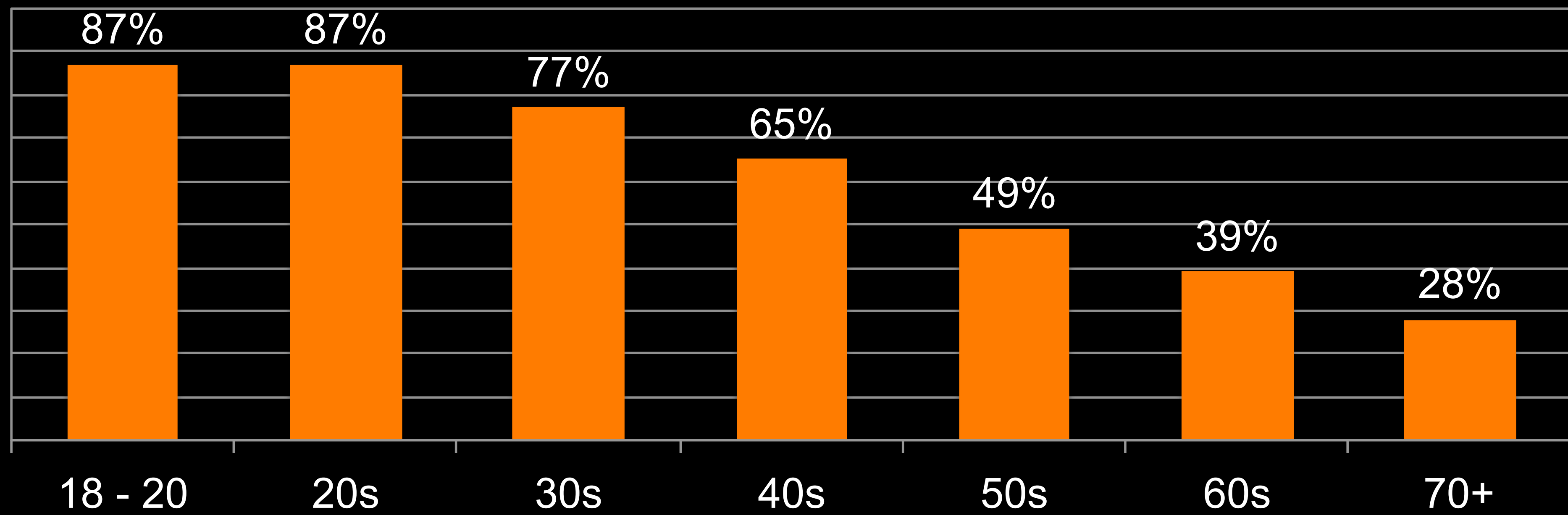
2011 – 87%
2010 – 47%



2011 – 87%
2010 – 80%

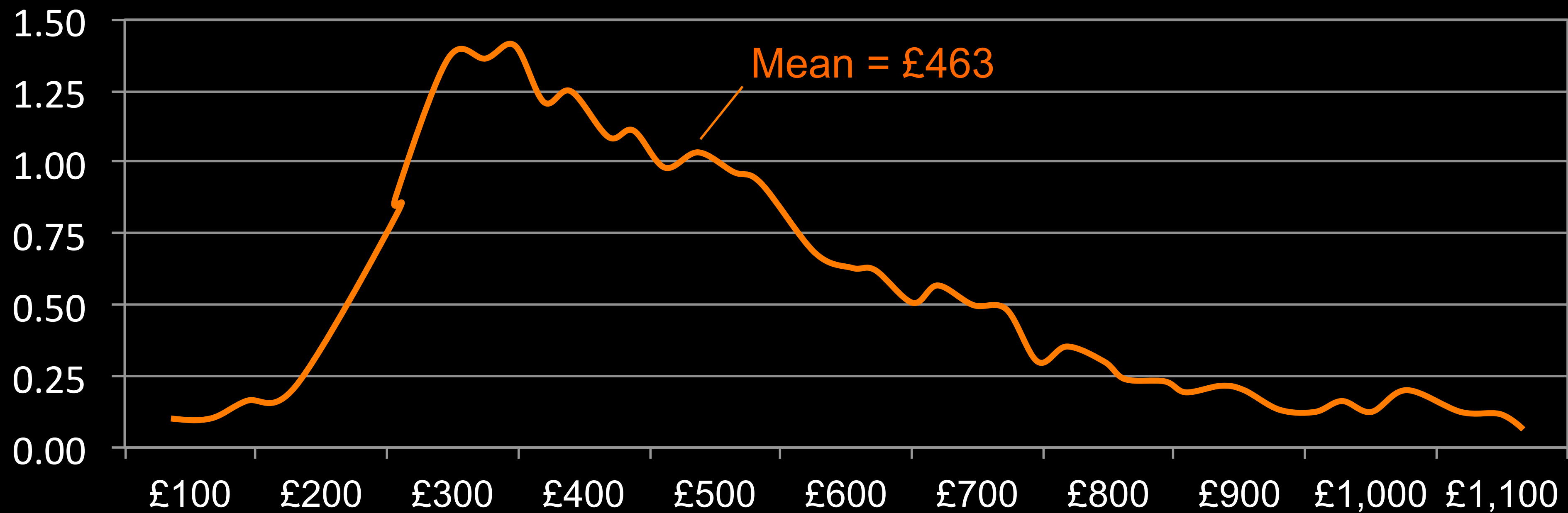
BRITAIN'S OWN "WAR OF THE AGES"

UK Usage of Social Networks
by Age in 2011



BRITAIN'S OWN "WAR OF THE AGES"

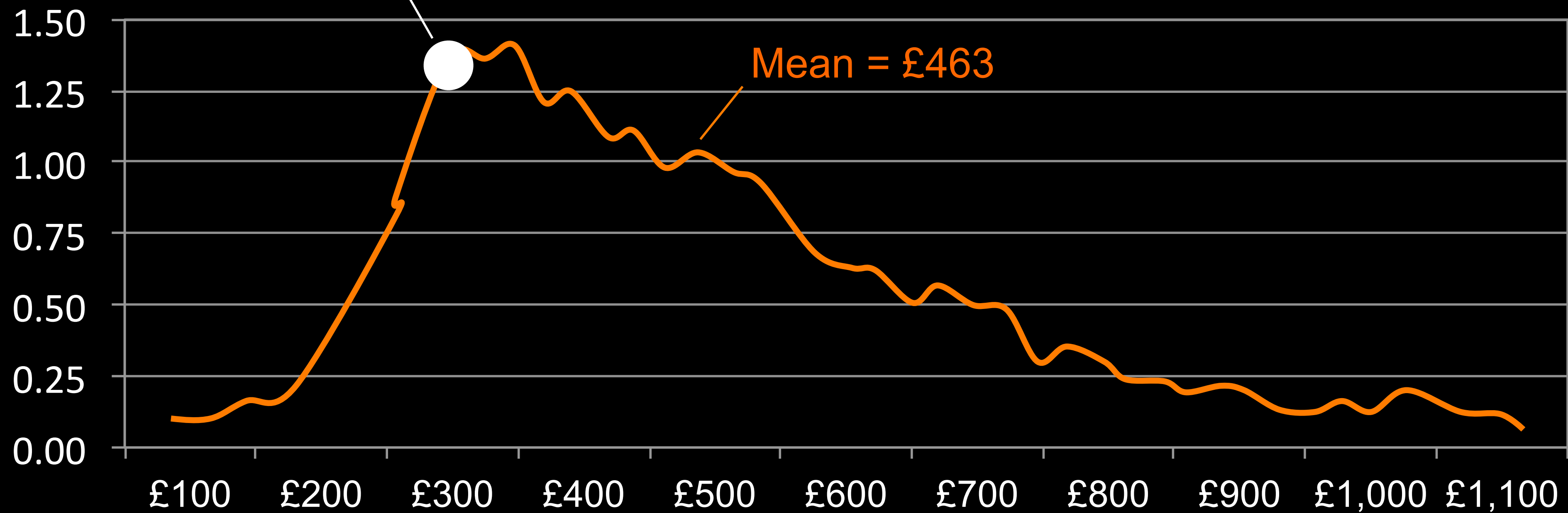
Weekly Net Income Distribution in UK
Millions of Households



BRITAIN'S OWN "WAR OF THE AGES"

Average weekly mortgage payment in UK = £285

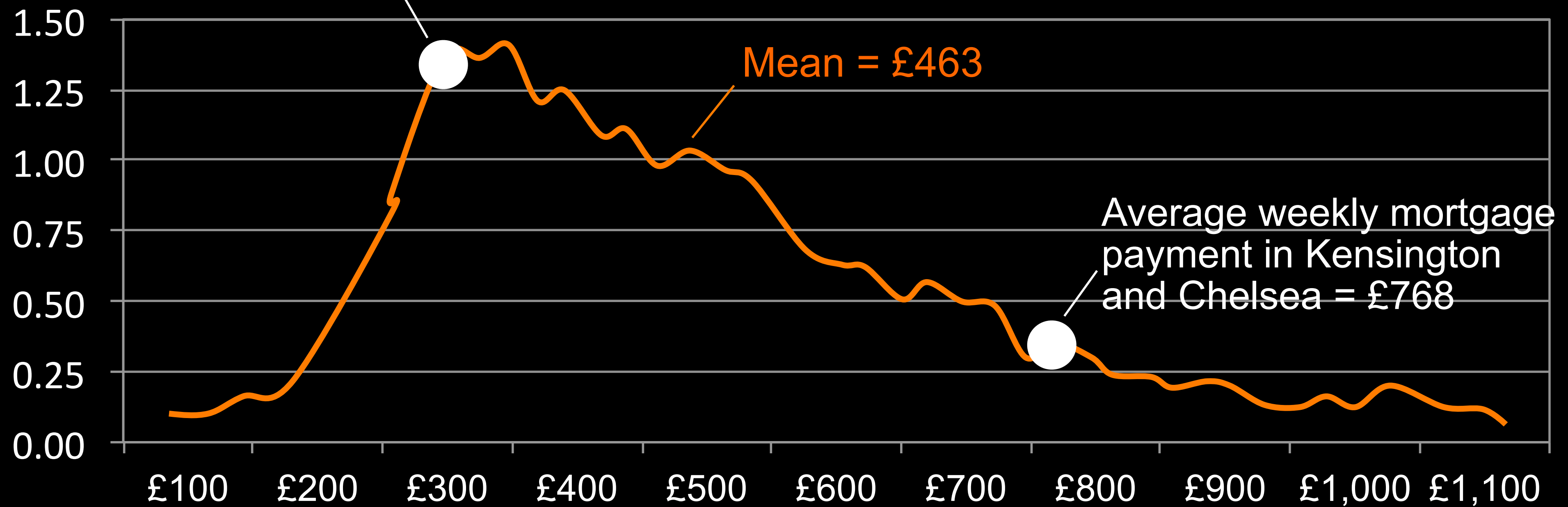
Weekly Net Income Distribution in UK
Millions of Households



BRITAIN'S OWN "WAR OF THE AGES"

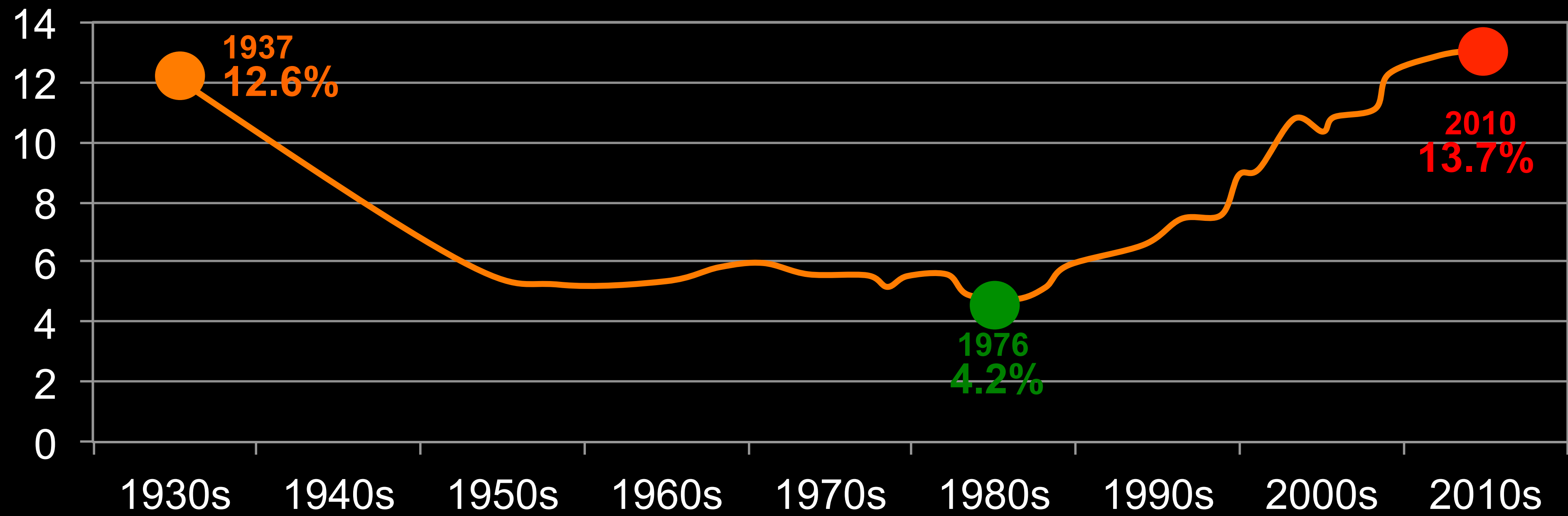
Average weekly mortgage payment in UK = £285

Weekly Net Income Distribution in UK
Millions of Households



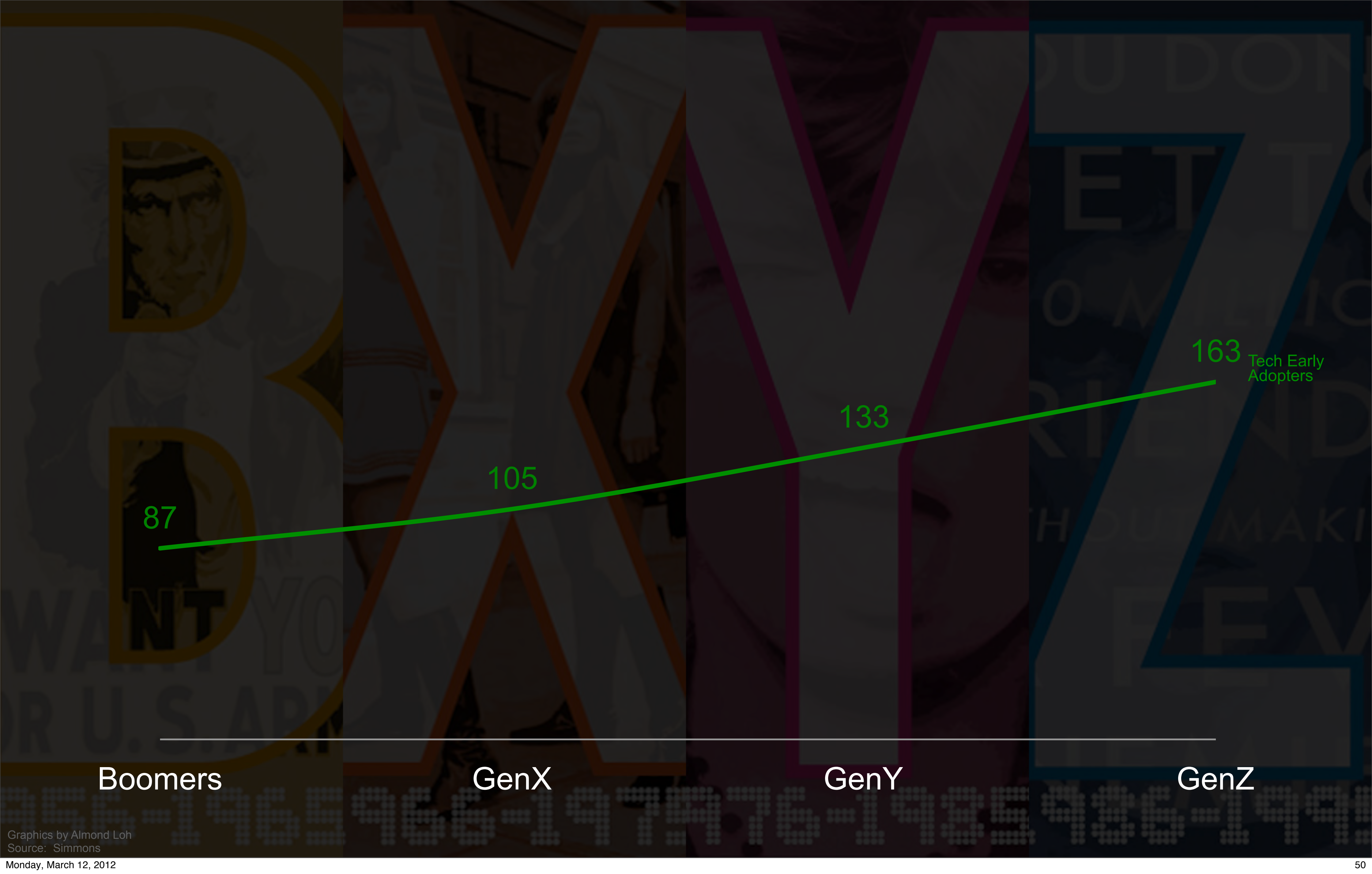
BRITAIN'S OWN "WAR OF THE AGES"

UK History of Share of Total Income
Going to Top 1%





1955-1955-1975-1975-1985-1985-1995-1995



Boomers

GenX

GenY

GenZ

87

105

133

163
Tech Early Adopters

Boomers

GenX

GenY

GenZ

87
80

105
99

141
133

185

Tech To Impress

163

Tech Early Adopters

Boomers

GenX

GenY

GenZ

87
84

115
109

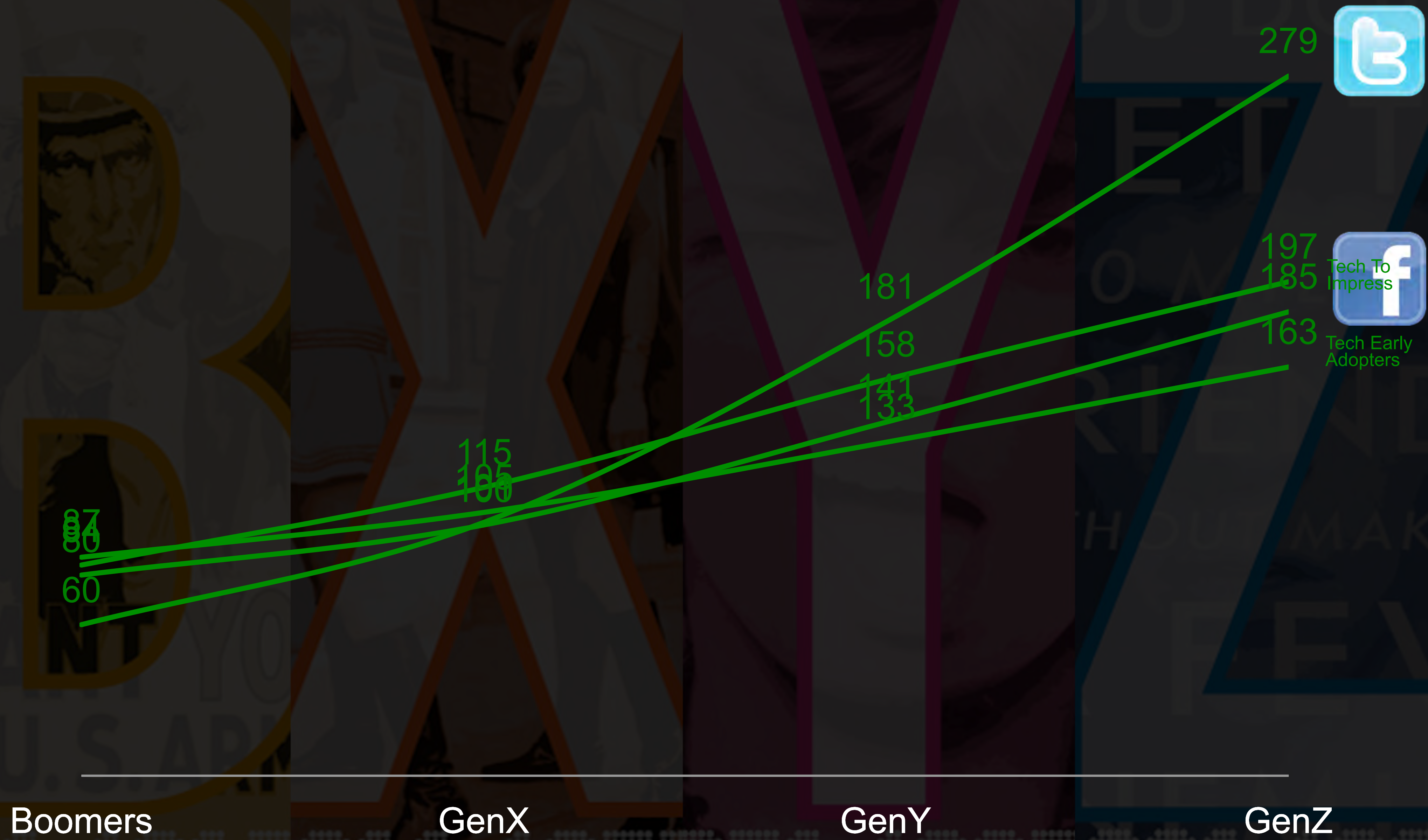
158
141
133

197
185
163



Tech To Impress

Tech Early Adopters



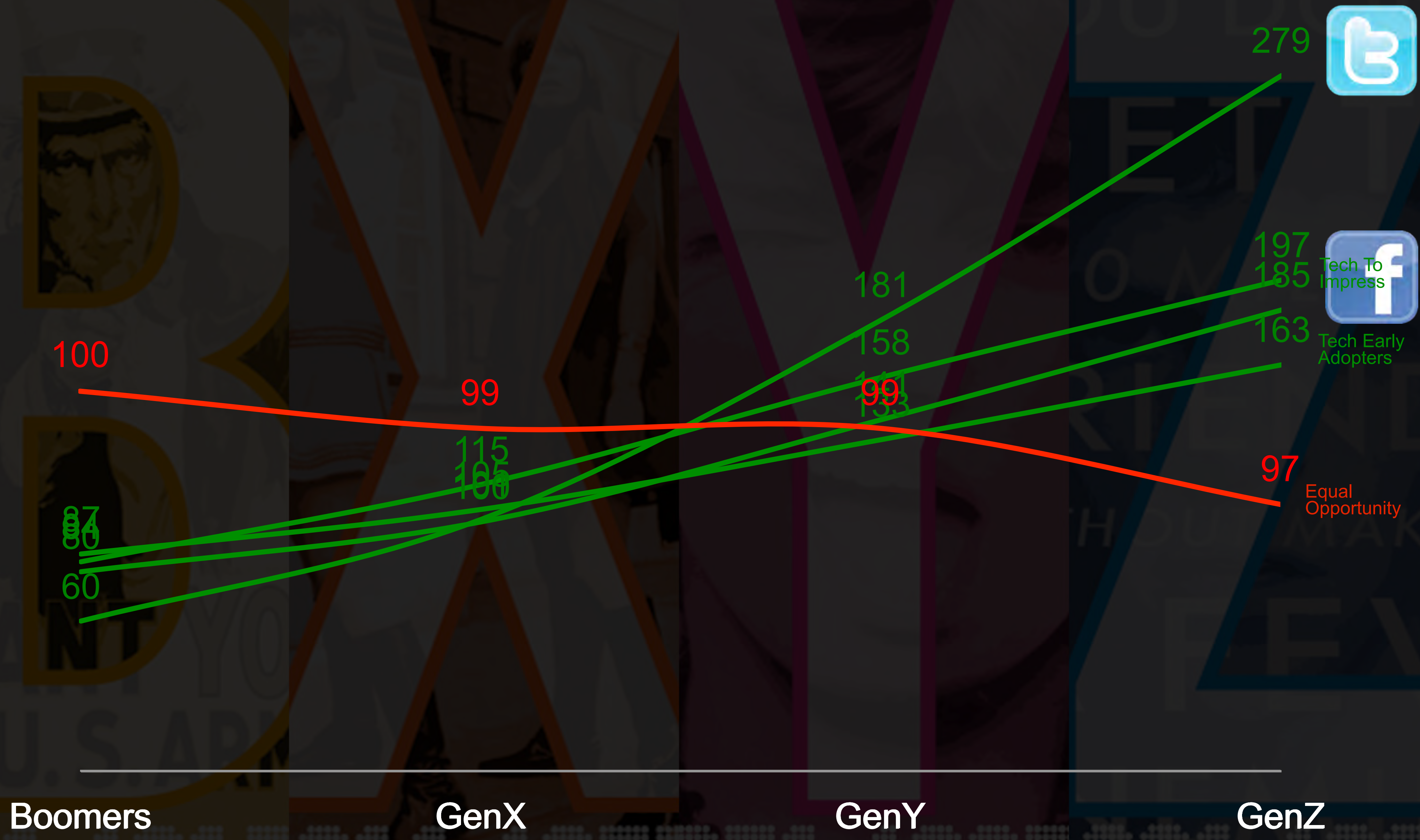
Tech To Impress
Tech Early Adopters

Boomers

GenX

GenY

GenZ





Boomers

GenX

GenY

GenZ

101
100

87
84
60

99
98
115
100

181
158
99
133
97

279

197
185

163

97

95

Tech To Impress

Tech Early Adopters

Equal Opportunity

Social Responsibility



Tech To Impress

Tech Early Adopters

Equal Opportunity

Social Responsibility

Contentedness with Position

279

197

185

163

97

95

82

181

158

99

97

106

99

98

115

100

115

101

100

87

80

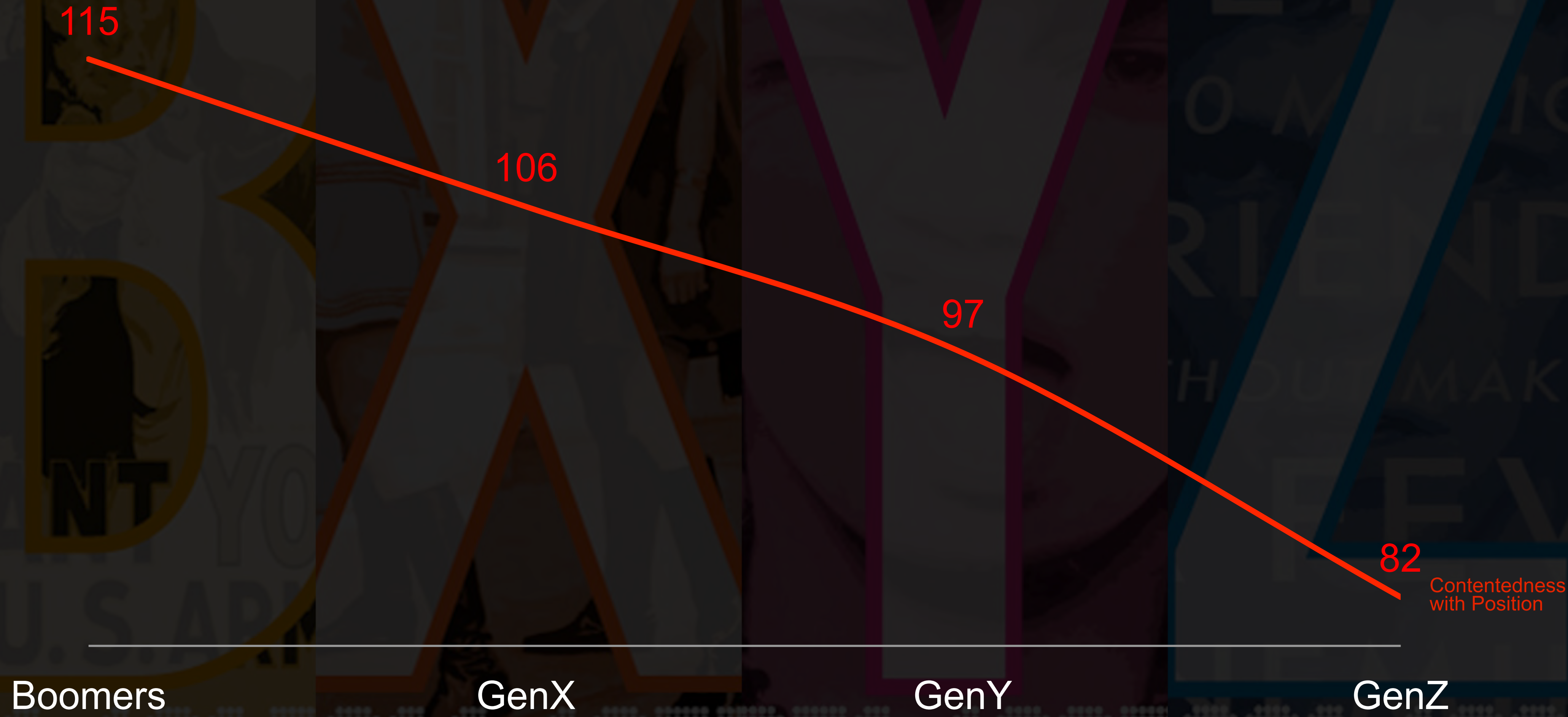
60

GenZ

GenY

GenX

Boomers



Boomers

GenX

GenY

GenZ

82
Contentedness
with Position

“ Understand, I’m not unemployed. I’m not someone who’d mug you or knock you off your bike so that I could take it for myself. But if there are folk going around taking what they want, if they’re coming away with flatscreen TVs and surround sound speakers from Richer Sounds, if they’ve got the time to sit in the Foot Locker and try on trainers to make sure they’re in the right size, then I’m getting involved with that.

I’ve been to University, I’ve been educated ... I’ve got a job, that’s true, but it’s in a call-centre working on the telephone banking. I’m not a banker ... I couldn’t afford even half the stuff I’ve taken over the past two nights. I’m just the poor fucker at the end of the phone who gets calls from the rich folk ... I pay my rent, council tax, bills and what do I have left? I have debt left, that’s what.”

-- Anonymous

SPARK



UK Uncut



Youth Centre Closures



News of the World



BUILDUP TO THE LONDON RIOTS

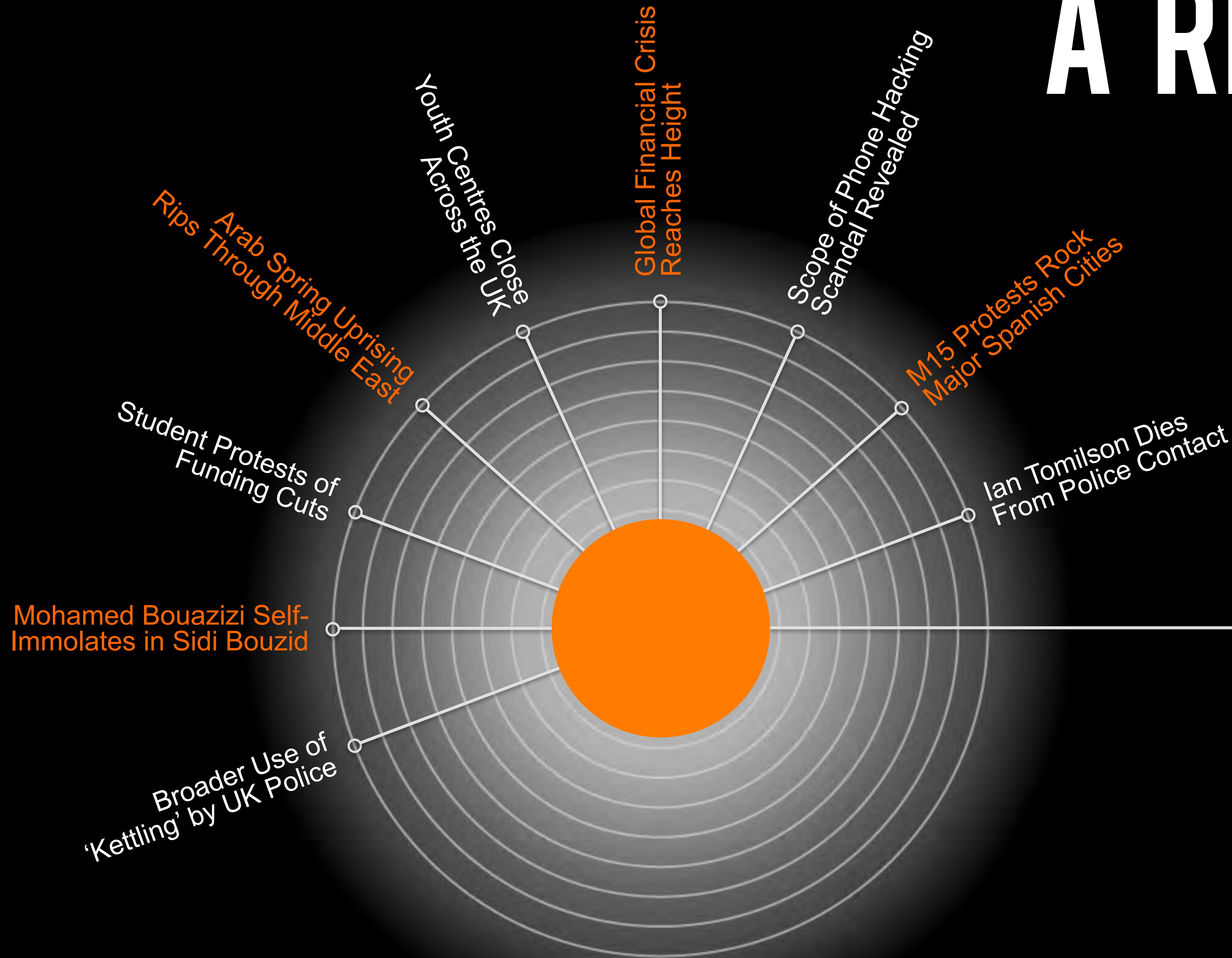


Kettling

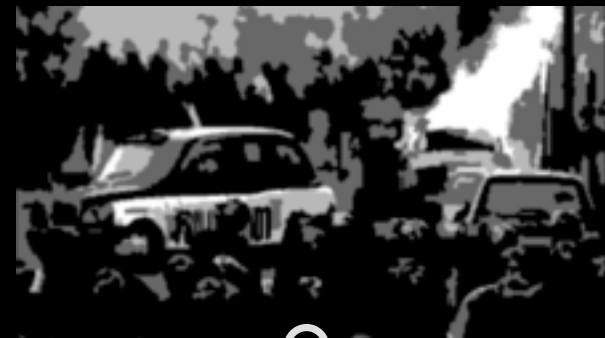


Ian Tomlinson

A RIOT'S PATH



(August 4)
Mark Duggan is Shot
Dead by UK Police



(August 7)
Copycat Criminal Activity
Begins in Earnest



(August 6)
Justice Walk for Mark
Duggan Turns Violent



(August 8)
Elevated Violence and
Looting Throughout North,
South, East London



(August 12)
Metropolitan Police Say
Over 1,000 Arrests Made
In Connection to Riots

**LONDON
RIOTS:
SCOPE &
SCALE**

Impressions From Twitter Sources During
US & UK During London Riots



UK

713million Tweets

50million News
Tweets

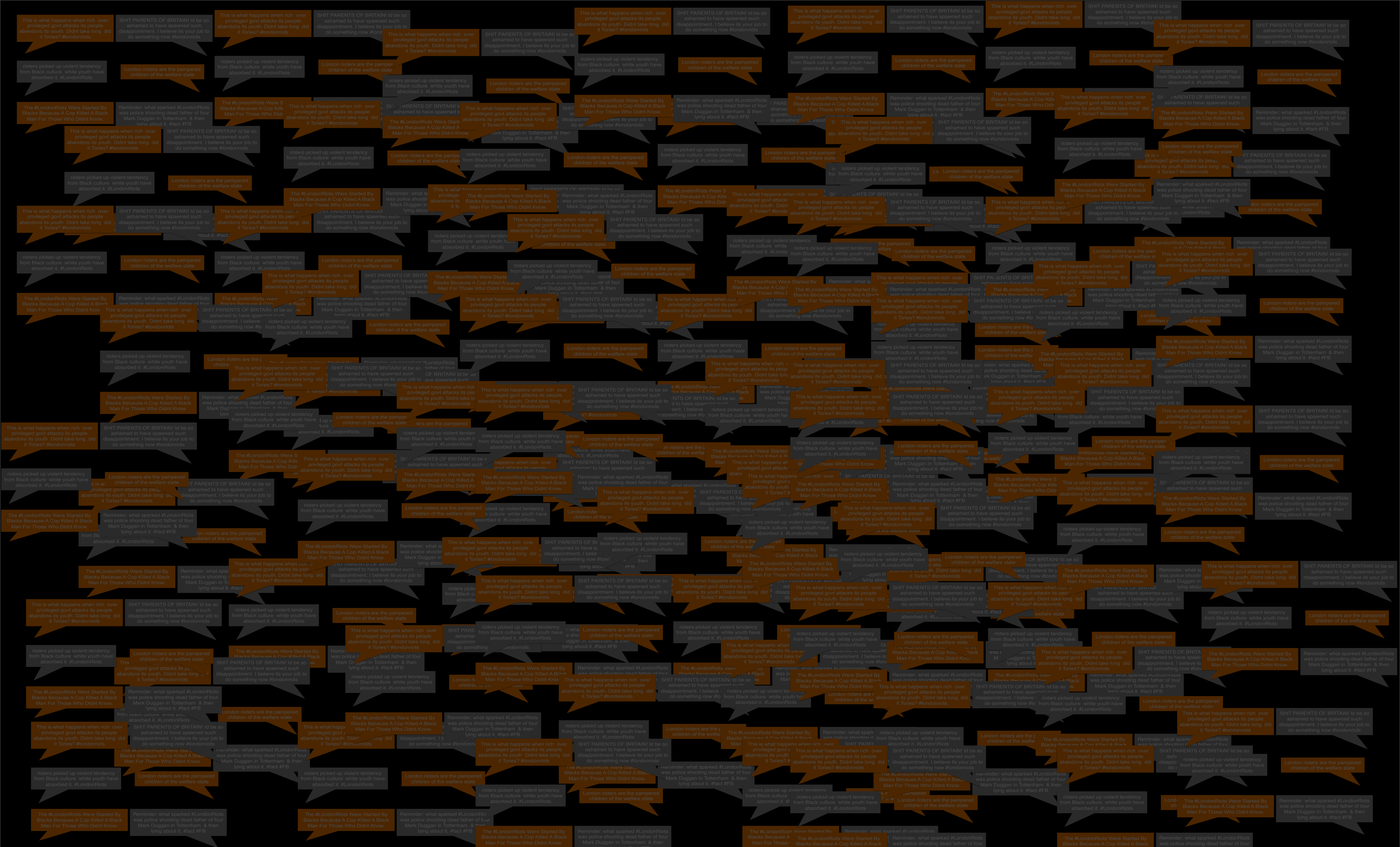
Unknown BBM*



US

219million Tweets

18million News
Tweets



Source: Twitter; Draftfcb analysis

Monday, March 12, 2012

The #LondonRiots Were Started By Blacks Because A Cop Killed A Black Man For Those Who Didn't Know.

rioters picked up violent tendency from Black culture white youth have absorbed it. #LondonRiots

The #LondonRiots Were Started By Blacks Because A Cop Killed A Black Man For Those Who Didn't Know.

This is what happens when rich over privileged govt attacks its people abandons its youth. Didnt take long did it Tories? #londonriots

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SHIT PARENTS OF BRITAIN! Id be so ashamed to have spawned such disappointment. I believe its your job to do something now #londonriots

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London rioters are the pampered children of the welfare state

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The #LondonRiots Were Started By Blacks Because A Cop Killed A Black Man For Those Who Didnt Know.

Reminder: what sparked #LondonRiots was police shooting dead father of four Mark Duggan in Tottenham & then lying about it. #fact #FB

This is what happens when rich over privileged govt attacks its people abandons its youth. Didnt take long did it Terico? #londonriots

SHIT PARENTS OF BRITAIN! Id be so ashamed to have spawned such disappointment. I believe its your job to



Steve Guest

where ever the roits am , we should all go round and burn the mosques. Police anit done fk all boat other fires have they

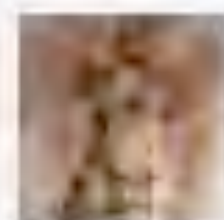
10 minutes ago via Facebook Mobile · Like · Comment

Joanne Angel Price likes this.



Joanne Angel Price none have been touched, i wonder why

10 minutes ago · Like



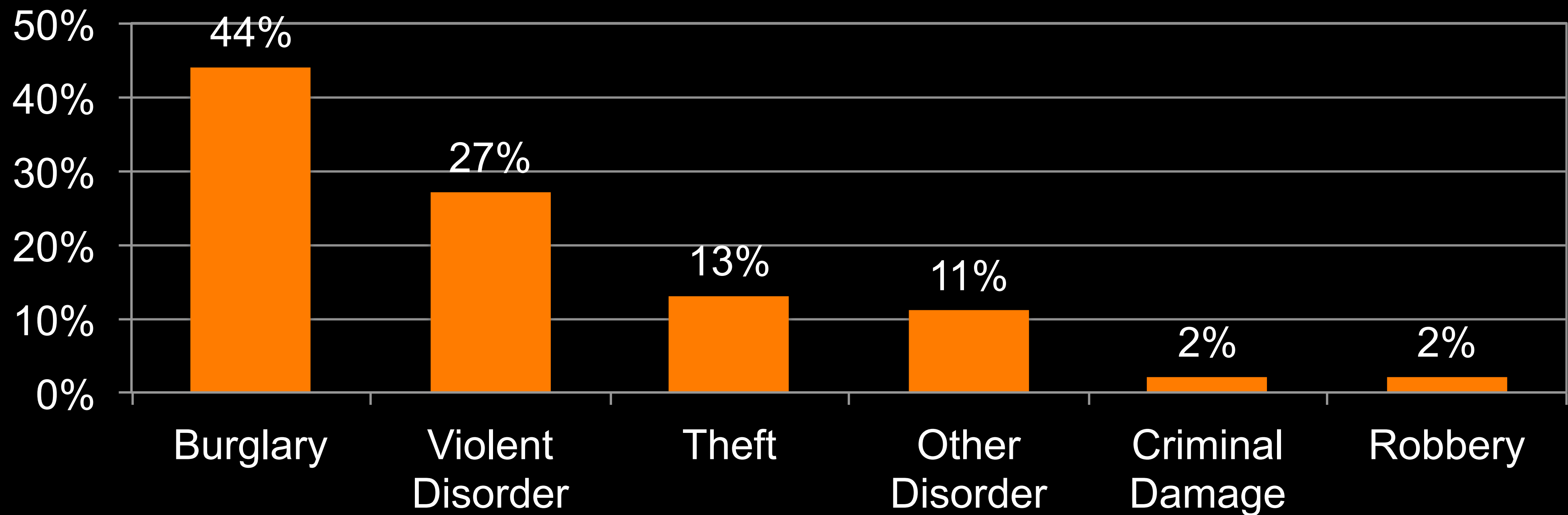
Steve Guest i now ,but if ob am other place,s sortin the little bastards out, no ob and mosques burne down and FUCKE BONUS could burn boat 50 tonite up and down the country

The Blacks because A Cop Killed A Black Man For Those Who Didnt Know.

was police shooting dead father of four Mark Duggan in Tottenham & then lying about it. #fact #FB

RIOT OUTCOMES OFFER PROOF OF A BLAZE

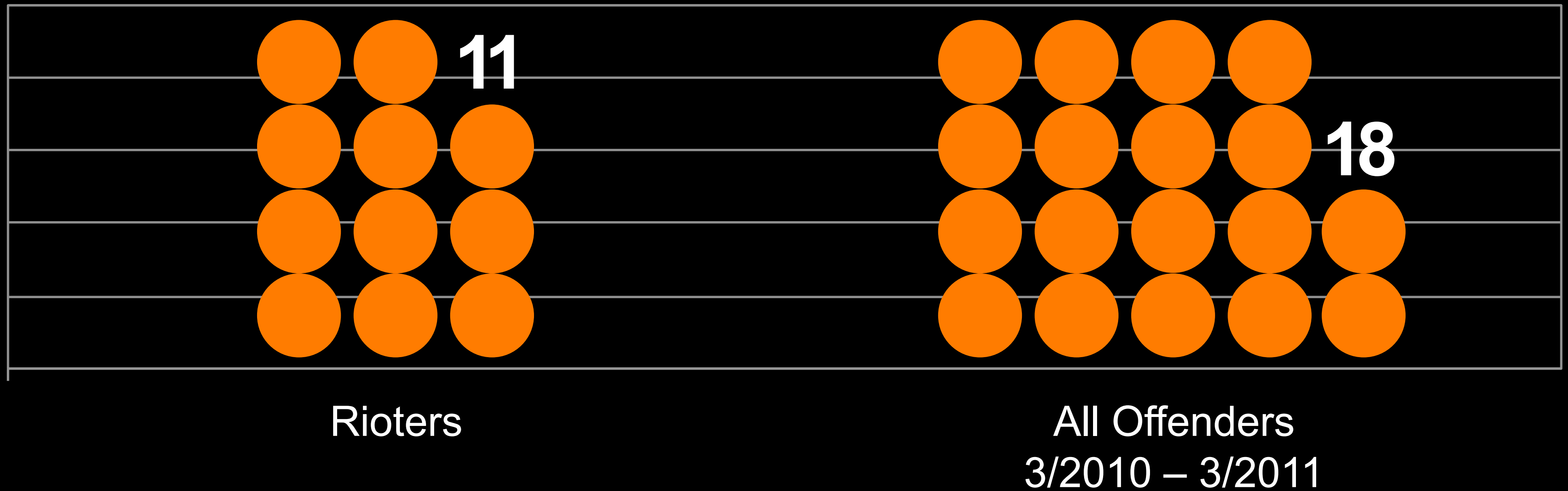
Distribution of Crimes Committed
During The UK Riots



RIOT OUTCOMES OFFER PROOF OF A BLAZE

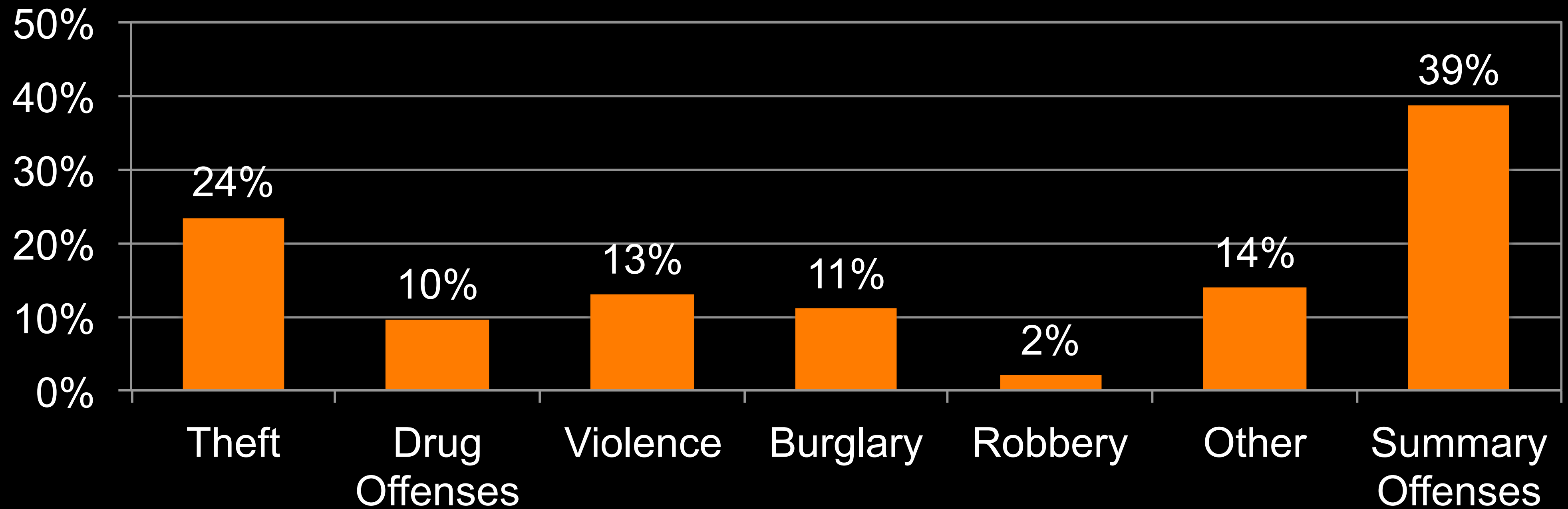
● = One Previous Conviction

Average Number of Previous Convictions
at Time of Arrest



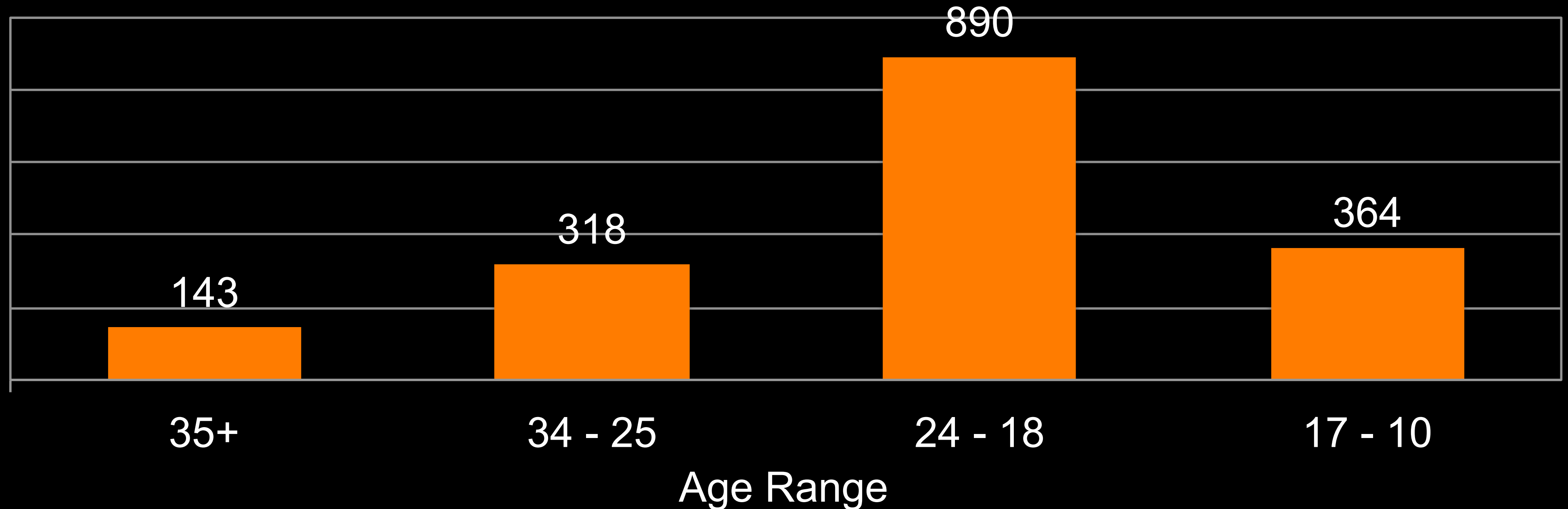
RIOT OUTCOMES OFFER PROOF OF A BLAZE

Previous Offenses of Rioters Arrested
During The UK Riots



RIOT OUTCOMES OFFER PROOF OF A BLAZE

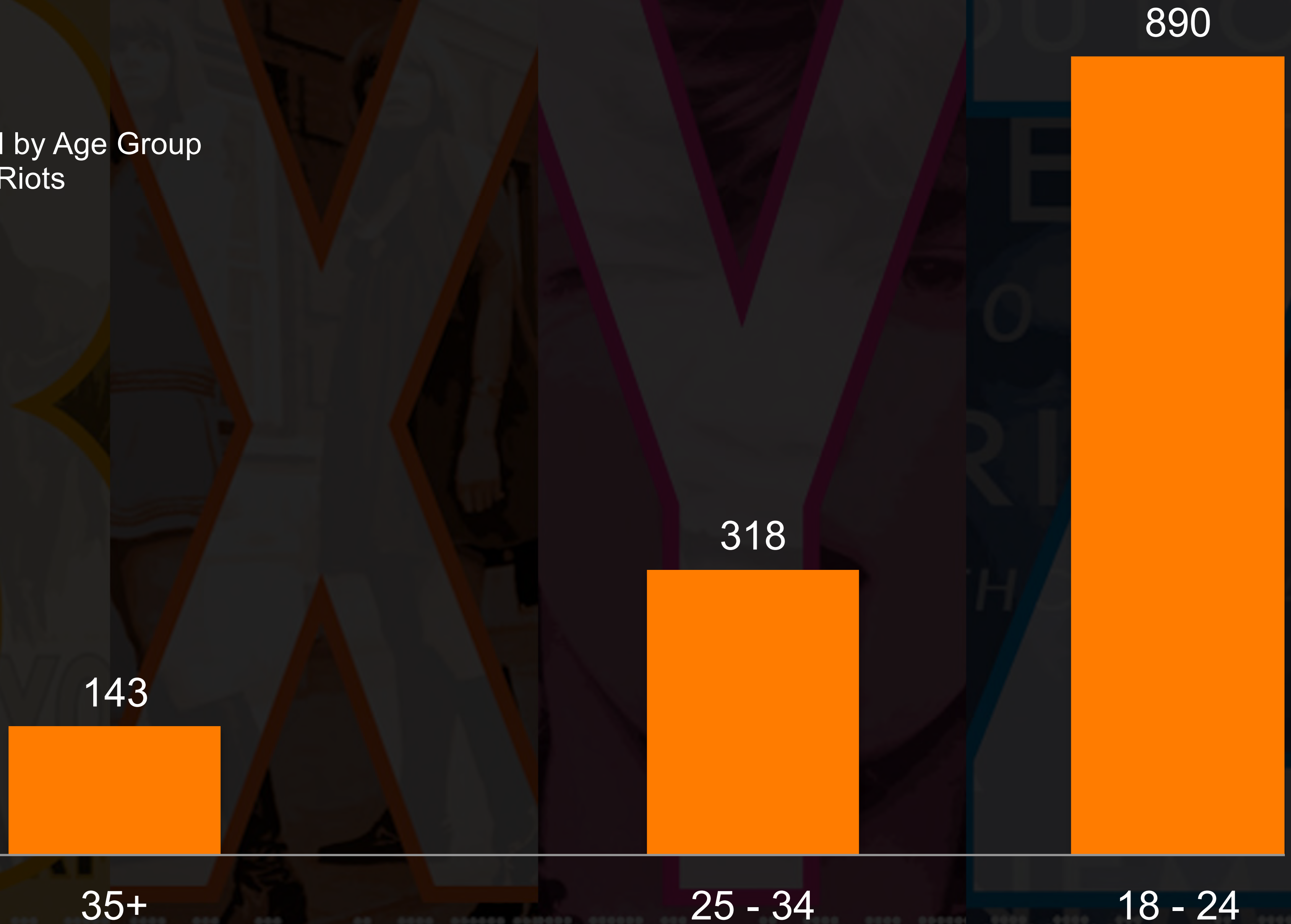
Rioters Arrested by Age Group
During The UK Riots
n=1,715



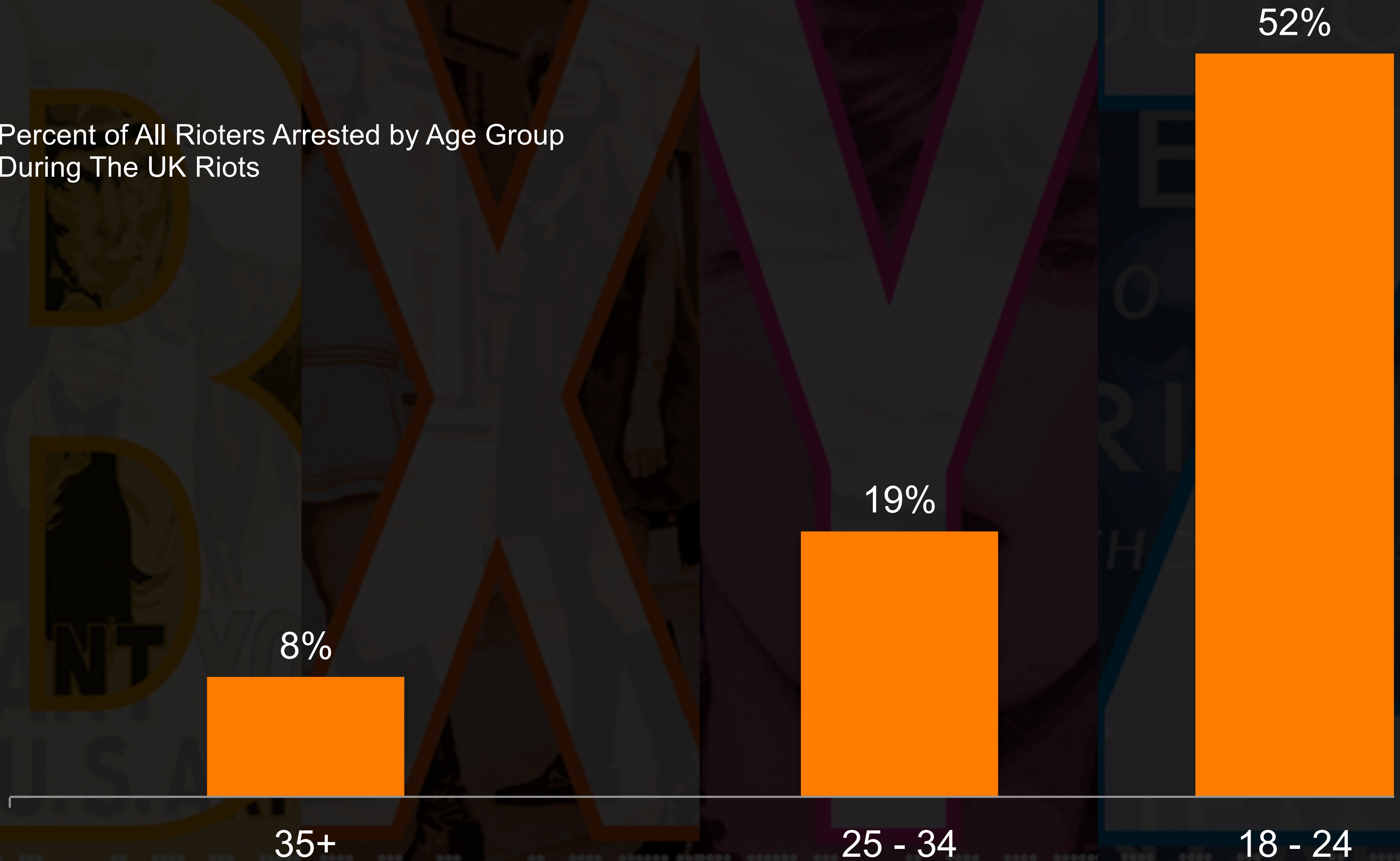


1955 1955 1975 1975 1985 1985 1995 1995

Rioters Arrested by Age Group During The UK Riots



Percent of All Rioters Arrested by Age Group During The UK Riots



34%

of premises looted were not retail shops



the Orange shop

66%

of premises looted were retail shops



34%

of premises looted were not retail shops

12%

electronics



66%

of premises looted were retail shops

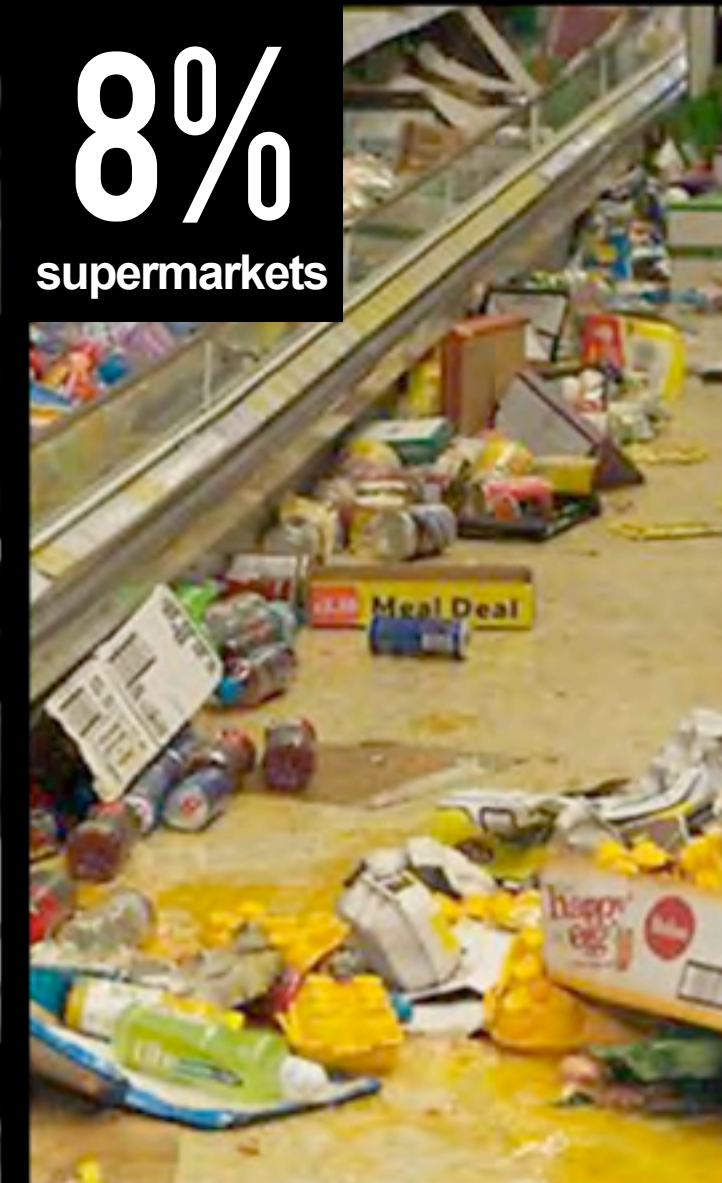
10%

clothes stores



8%

supermarkets



10%

restaurants



9%

independents



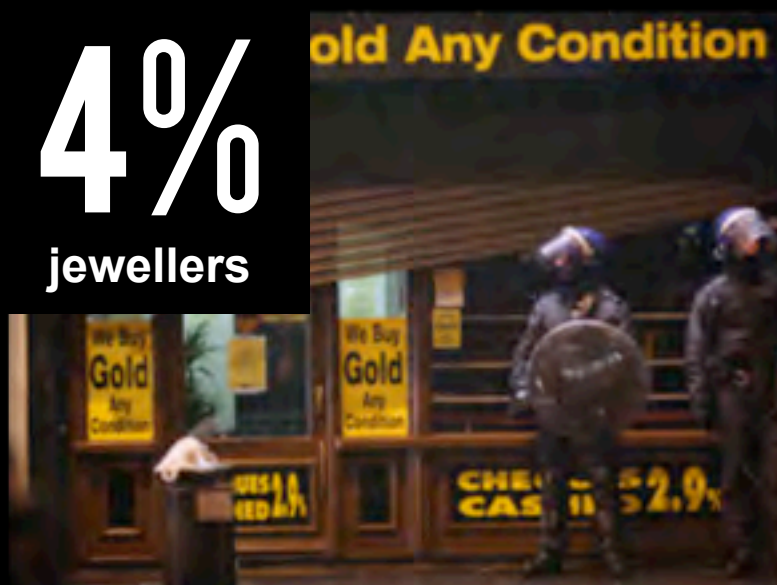
7%

book stores



4%

jewellers



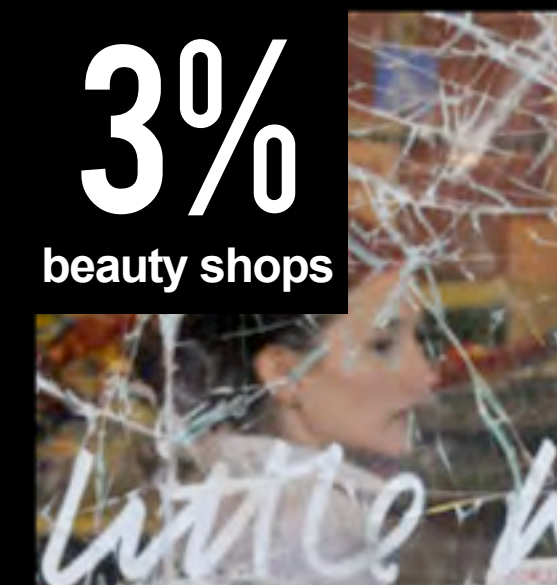
3%

pubs



3%

beauty shops



34%

of premises looted were not retail shops



12%
electronics



66%

of premises looted were retail shops

10%
clothes stores



8%
supermarkets



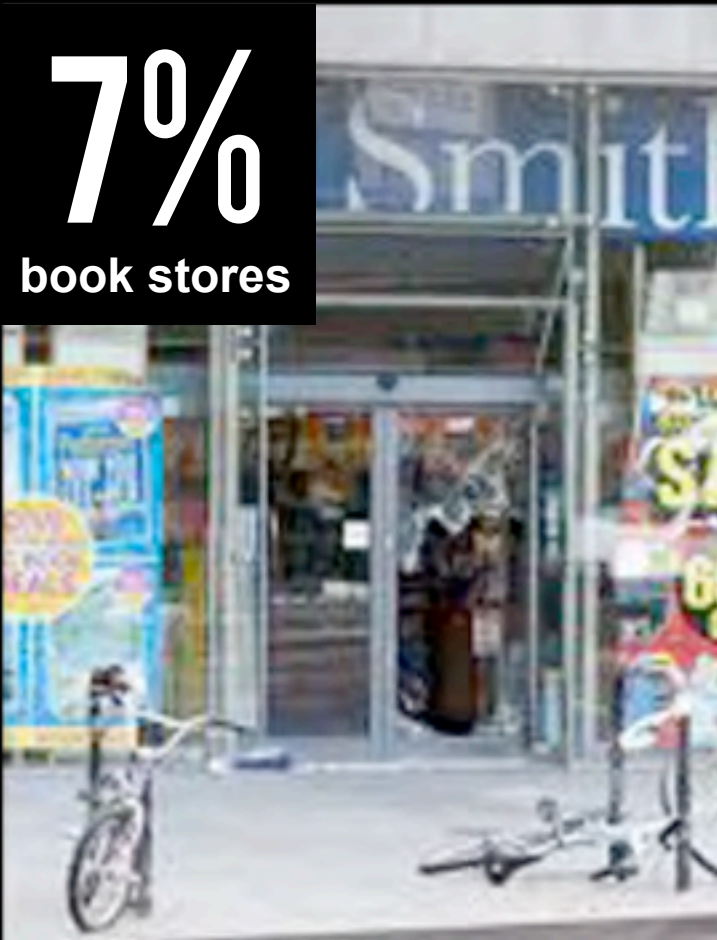
10%
restaurants



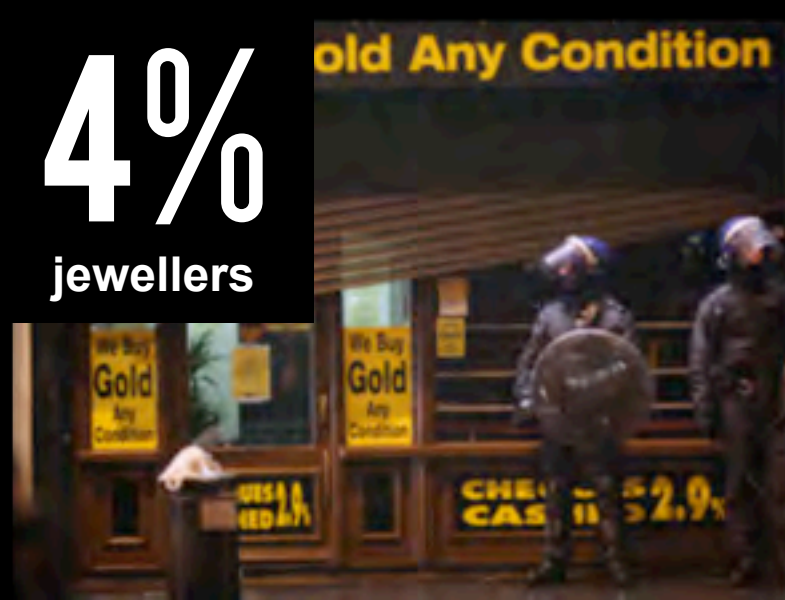
9%
independents



7%
book stores



4%
jewellers



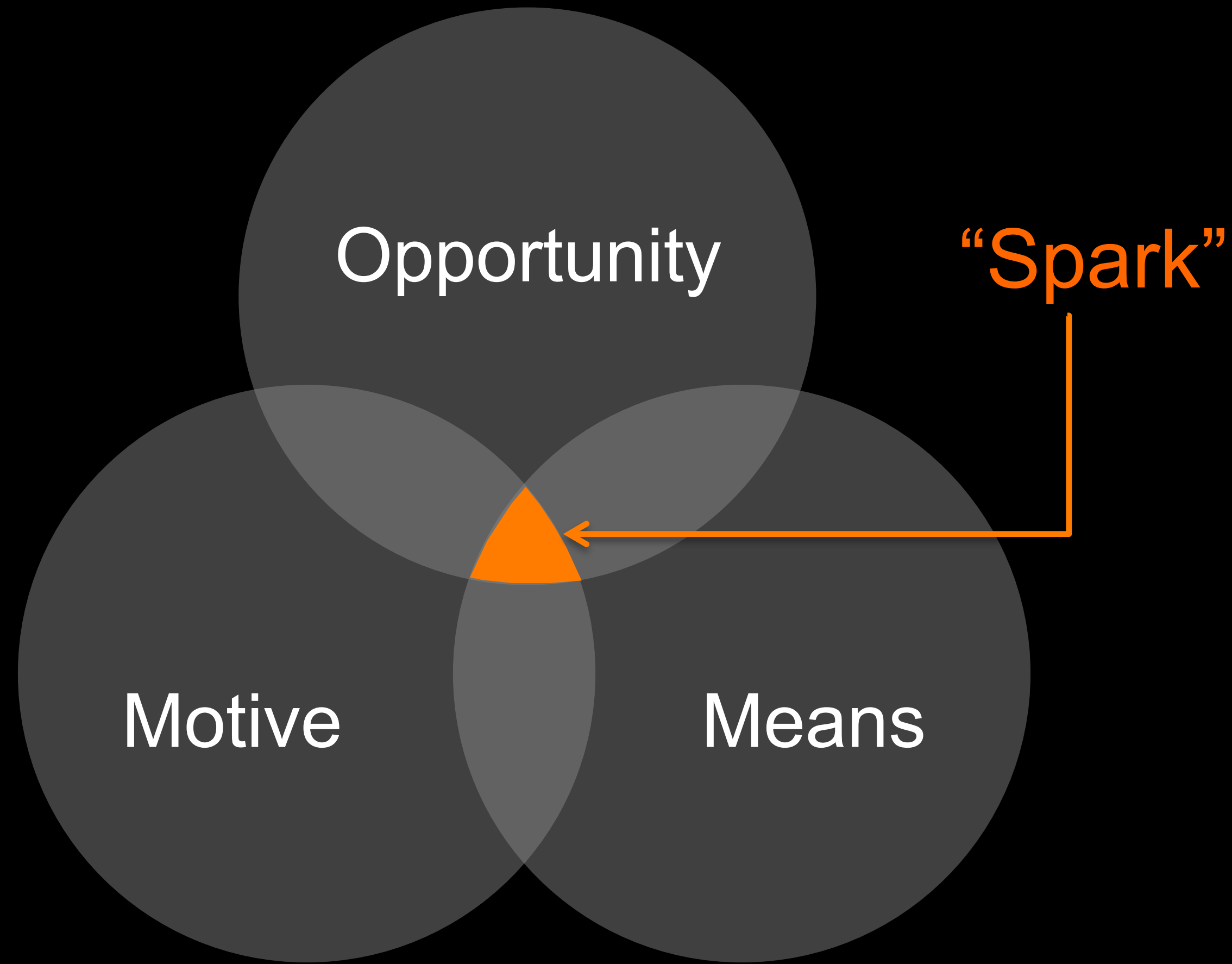
3%
pubs



3%
beauty shops



WHAT ACTIVATED THE LONDON RIOTS?



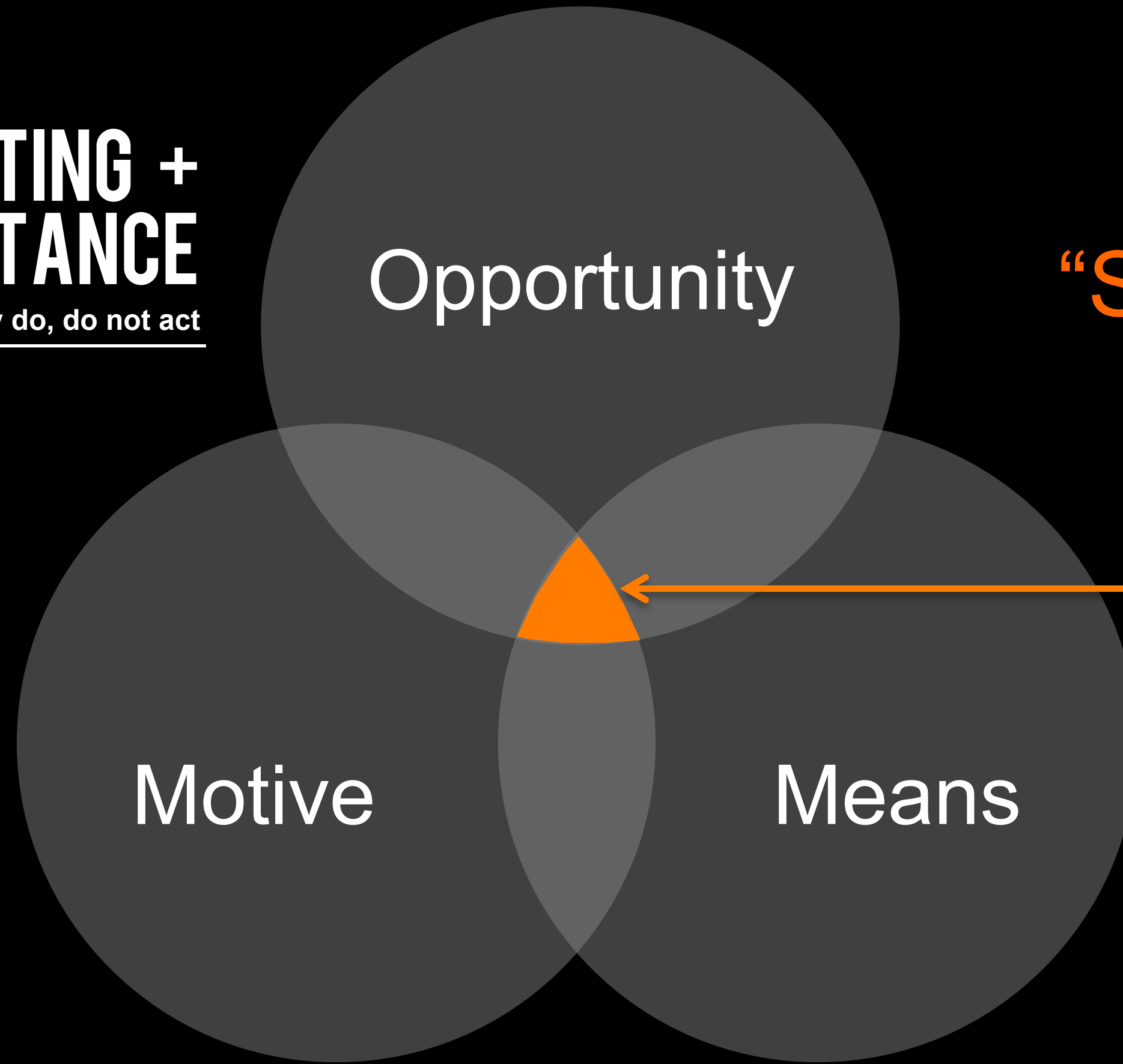
WHAT ACTIVATED THE LONDON RIOTS?

WIDESPREAD RIOTING + LOW LEVELS OF RESISTANCE

The "moment of truth" for a person at which point they do, do not act

UK YOUTH DISENFRANCHISEMENT

The reason a person gives to account for behavior



"Spark"

MARK DUGGAN

Emotional event that activates a behavior

WELL-COORDINATED, CONCEALED COMMS

Physical, mental, resources required for behavior

A man wearing a black beanie, a grey jacket, and a white t-shirt is looking down at a smartphone in his hands. He is standing in front of a car that is engulfed in flames. The background shows a brick building with a window. The scene is lit with a warm, orange glow from the fire.

WHAT DID WE LEARN ABOUT SOCIAL MEDIA?

 @kevinhartman | #sxswriots

WHAT DID WE LEARN ABOUT SOCIAL MEDIA?

- Social networking follows the most effective path
- Social networks pool and democratize reactions
- Information flows eliminate geographic divides
- Emotional expressions belong to the beholder
- Social media can be used for good, too

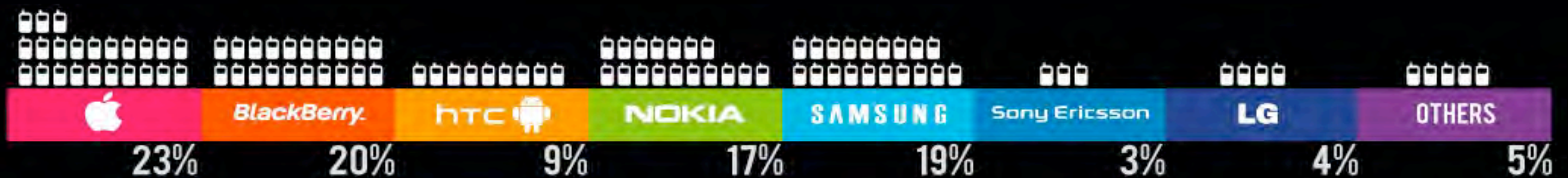
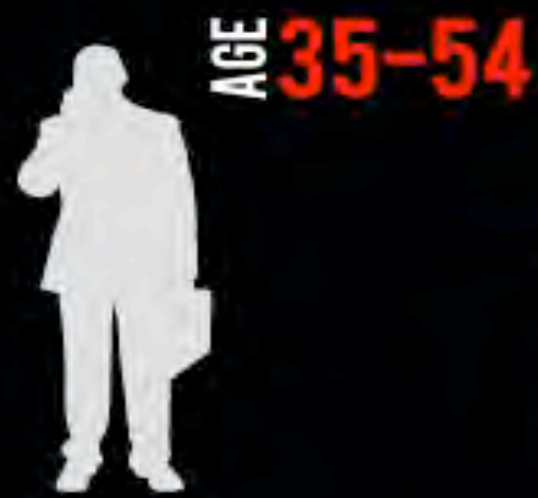
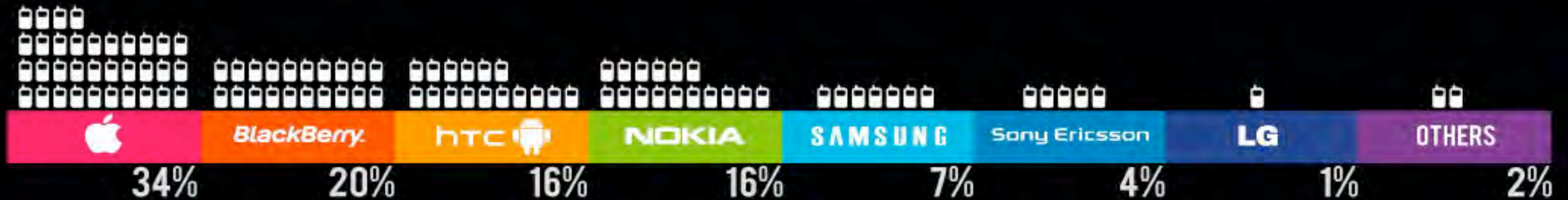
WHAT DID WE LEARN ABOUT SOCIAL MEDIA?

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- Information flows eliminate geographic divides
- Emotional expressions belong to the beholder
- Social media can be used for good, too

“Everyone from all sides of London meet up at the heart of London (central) OXFORD CIRCUS!!, Bare SHOPS are gonna get smashed up so come get some (free stuff!!!) fuck the feds we will send them back with OUR riot! >:O Dead the ends and colour war for now so if you see a brother... SALUT! if you see a fed... SHOOT!” [BBM Message]

“Everyone in edmonton enfield wood green everywhere in north link up at enfield town station at 4 o clock sharp!” [BBM Message]

UK CELL PHONE OWNERSHIP



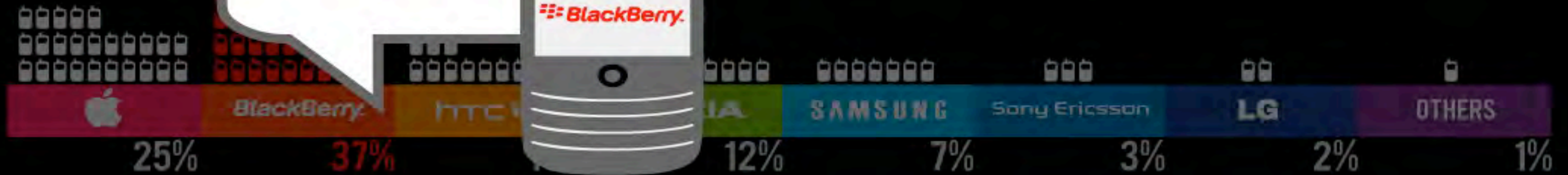
UK CELL PHONE OWNERSHIP

FACT

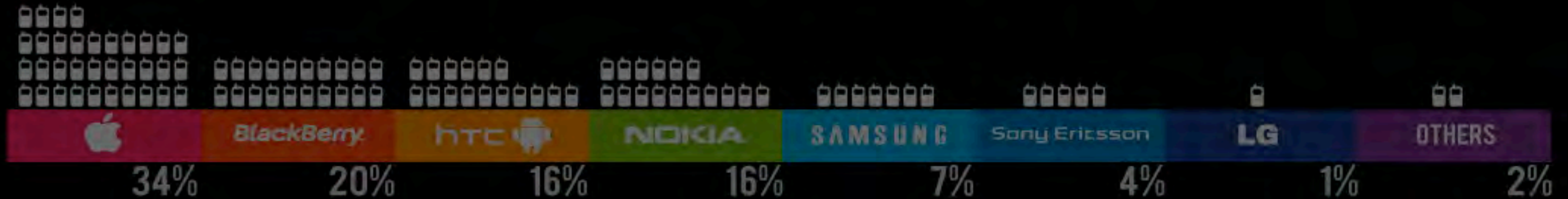
37% OF UK YOUTH OWN A



AGE 16-24



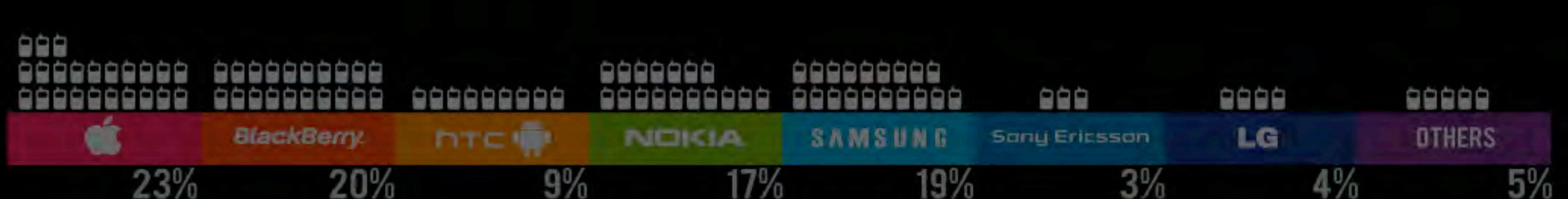
AGE 25-34



AGE 35-54



AGE 55+



WHAT DID WE LEARN ABOUT SOCIAL MEDIA?

- Social networking follows the most effective path
- **Social networks pool and democratize reactions**
- Information flows eliminate geographic divides
- Emotional expressions belong to the beholder
- Social media can be used for good, too



- Wall
- Info
- Friend Activity
- Photos

2,468

like this

2

talking about this

- Create a Page
- Get Updates via RSS
- Report Page
- Share


Planking in the London riots because you're a fearless bastard. Like

Public Places

Wall Planking in the London ri... - Everyone (Top Posts)

Share: Post Photo

Write something...

 **Planking in the London riots because you're a fearless bastard.**
 We know the picture isn't from the London rioting but we couldn't find one, if someone can post it on the wall!

Like - Comment - Share - August 9, 2011 at 12:15pm via mobile

2 people like this.

Write a comment...

 **Planking in the London riots because you're a fearless bastard.**
<http://www.facebook.com/pages/You-know-those-days-where-you-just-wanna-casually-plank-in-a-toilet/134486879976472>

You know those days where you just wanna casually plank in a toilet?

Professional Sports Team
Page: 136 like this

Like - Comment - Share - August 9, 2011 at 7:01am

Josh Parry likes this.

Write a comment...

 **Planking in the London riots because you're a fearless bastard.**
 Lets try get this page up too 1000 likes! :)

Like - Comment - Share - August 9, 2011 at 4:11pm via mobile

Lets try get this page up too 1000 likes! :)

Planking in the London riots because you're a fearless bastard.

Create a Page

Friend Requests See All

 **Dawn Iversen**
 3 mutual friends
[Confirm Friend](#)

People You May Know See All

 **Joseph Burt**
 5 mutual friends
[Add Friend](#)

 **Katie Kurfirst**
 4 mutual friends
[Add Friend](#)

 **Jane Soveg Wharton**
 5 mutual friends
[Add Friend](#)

Pokes See All

 **Maura Janes Race**
 has poked you.
[Poke Back](#)

The Legend who was planking during the 2011 Manchester riots

- Wall
- Info
- Friend Activity
- Photos
- Events
- Questions

107,156 like this

945 talking about this

Likes See All



Edl can F**k off.

ROLLED.

See More



Occupy Wall St.



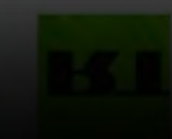
And on that day - not a single fuck was given



RT

Create a Page

Create a Page



The Legend who was planking during the 2011 Manchester riots

Like

Community



Wall The Legend who was planki... - Everyone (Top Posts)

Share: Post Photo

Write something...



The Legend who was planking during the 2011 Manchester riots
It's all about the Penguin defence league



Penguin Defence League
Defending Penguins rights worldwide
Page: 458 like this

Like - Comment - Share - Yesterday at 8:37am

11 people like this.

Write a comment...



The Legend who was planking during the 2011 Manchester riots
Happy New year, i would gladly punch you all in the face.

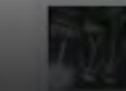
Like - Comment - Share - Yesterday at 6:41am

48 people like this.

View all 8 comments



Darren Lee Webster Punch me in the face I'll round house kick u in the balls colonel gadafi style
Yesterday at 3:37am



kick u in the balls colonel gadafi style
Darren Lee Webster punch me in the face I'll round house

View all 8 comments

11 people like this.

Create a Page

Friend Requests See All



Dawn Iversen
3 mutual friends
Confirm Friend

Sponsored See All

Chicago Weather Forecasts



The Best Known Secret in Weather. Find the most detailed and reliable weather forecasts for Chicago at wunderground.com

Best Agency Culture modea.com



Voted Agency of The Year for Best Culture by AdAge. Find out why.

The Firm



Based on the book by John Grisham, a new chapter begins in the drama THE FIRM. Series premiere Sun Jan 8 at 9/8c on NBC. LIKE for more!

Like 47,686 people like this.

Levi's® Semi Annual Sale! us.levi.com



The Levi's® Semi Annual Sale is back. Save up to 50% on all Levi's® clothing. The Levi's® Semi Annual Sale is back. Save up to 50% on all Levi's® clothing.

us.levi.com

11 people like this.



- Wall
- Info
- Friend Activity
- Photos

61,995

like this

500

talking about this

Likes



H-EnVy

- Create a Page
- Get Updates via RSS
- Report Page
- Share

Planking in the london riot

Like

Create a Page

Comedian



Wall

Planking in the london riot · Everyone (Top Posts)

Share: Post Photo

Write something...



Planking in the london riot

LOOOL http://www.youtube.com/watch?v=wn0z0Eo0adw&feature=channel_video_title



LMFAO TURNS GAY?!?!?!?!?!?

www.youtube.com

ADD ME ON FACEBOOK:

<https://www.facebook.com/hateisenvy> FOLLOW

ME ON TWITTER: <https://twitter.com/#!/hateisenvy1>

ADD ME ON SKYPE:

JRDUNDIDITNOW T-SHIRT SHOP:...

Like · Comment · Share · 18 hours ago

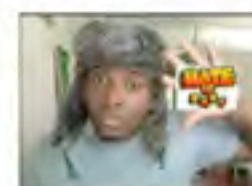
2 people like this.

Write a comment...



Planking in the london riot

his page <https://www.facebook.com/hateisenvy>



H-EnVy

i love porn

Page: 1,838 like this

Friend Requests

See All



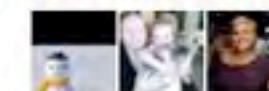
Dawn Iversen

3 mutual friends

Confirm Friend

Find More Friends

Kevin, More Friends Are Waiting



These 3 friends found their friends using the friend finder. Have you found all of your friends? Give it a try.

Your Email

Email Password

Find Friends

Facebook won't store your password.

Sponsored

See All

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- Wall
- Info
- Friend Activity
- Photos

About
 silly girl gets caught by police trying to loot from where she works currys...
 More

435 like this



- Create a Page
- Get Updates via RSS
- Report Page
- Share

And the award for 2nd idiot for 2011 london riot goes to

Like

Community



Wall And the award for 2nd idi... - Everyone (Top Posts)

Share: Post Photo

Write something...

And the award for 2nd idiot for 2011 london riot goes to
<https://www.facebook.com/pages/Heaven-The-New-Jerusalem/269586883055427>

Heaven (The New Jerusalem)
 Heaven is a place we all should look forward to..... where our mortal bodies will be put to death n we shall reign with our maker..
 Page: 58 like this

Like - Comment - Share - August 16, 2011 at 2:23pm

And the award for 2nd idiot for 2011 london riot goes to shared a page: **Jesus is Lord.**

Jesus is Lord
 Jehovah IS the Most High God
 Page: 195 like this

Like - Comment - Share - August 9, 2011 at 9:45am

And the award for 2nd idiot for 2011 london riot goes to

Like - Comment - Share - August 9, 2011 at 9:45am

Create a Page

Sponsored See All

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 Based on the book by John Grisham, a new chapter begins in the drama THE FIRM. Series premiere Sun Jan 8 at 9/8c on NBC. LIKE for more!
 Like- 47,715 people like this.

Levi's® Semi Annual Sale!
 us.levi.com

 The Levi's® Semi Annual Sale is back. Save up to 50% on all your favorites! Shop now!

Inwindow Outdoor

 Know about us? If not, take a moment to check out some take a moment to know about us!



- Wall
- Info
- Friend Activity
- Photos

About
 Idiot southerners. Riot police are again deployed to the streets of London...
 More

21
 like this

- Likes
- Npower Championship banter page
 - Npower Championship Banter Page

Create a Page
 Get Updates via RSS
 Report Page
 Share

Hi, I'm an idiot. I riot and burn down my community.



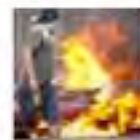
Create a Page

Community

Wall Hi, I'm an idiot. I riot... - Everyone (Most Recent)

Share: Post Photo

Write something...



Hi, I'm an idiot. I riot and burn down my community. shared a page: Keith Lemon's been spotted at the London Riots. Smashing back doors in.



Keith Lemon's been spotted at the London Riots. Smashing back doors in.

Real page. No copies!
 Page: 152,043 like this

Like - Comment - Share - August 9, 2011 at 1:06pm



Hi, I'm an idiot. I riot and burn down my community. What idiots!!

Like - Comment - Share - August 8, 2011 at 3:51pm

RECENT ACTIVITY

"No" on Jamie York's link on Npower Championship Banter Page (UNCENSORED)'s wall.

Hi, I'm an idiot. I riot and burn down my community. edited their Website and About.

Hi, I'm an idiot. I riot and burn down my community. joined Facebook.

There are no more posts to show.

Sponsored See All

Chicago Weather Forecasts



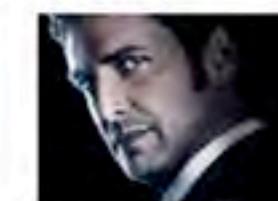
The Best Known Secret in Weather. Find the most detailed and reliable weather forecasts for Chicago at wunderground.com

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The Firm



Based on the book by John Grisham, a new chapter begins in the drama THE FIRM. Series premiere Sun Jan 8 at 9/8c on NBC. LIKE for more!

Like- 47,743 people like this.

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Digital Production



Europe's number 1 creative digital production agency

Digital Production

Share
 About Page
 Get Updates via RSS

Report Page

Share

There are no more posts to show.

Report Page

Share



- Wall
- Info
- Friend Activity
- Photos
- Questions

About
 Lets unite against the rioters. What started as a riot has escalated into...
 More

8,790

like this

3

talking about this

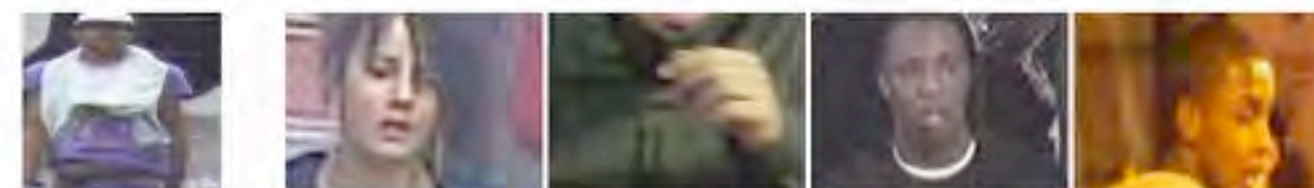
- Create a Page
- Get Updates via RSS
- Report Page
- Share

STOP the London riots 2011

Like

Create a Page

Community



Wall STOP the London riots 2011 - Everyone (Top Posts)

Share: Post Photo

Write something...

STOP the London riots 2011 shared a link.



IC1s - Levitate - Official Video
www.youtube.com

IC1s debut 'Levitate' available now from Itunes & Amazon Released via 25 Hour Convenience Store Records Written & Performed by IC1s - Recorded and Produced b...

Like · Comment · Share · October 31, 2011 at 7:26am

2 people like this.



STOP the London riots 2011 Like us here Veronica! -
www.facebook.com/ic1sband

October 31, 2011 at 7:43am · Like

Write a comment...



STOP the London riots 2011

Check out the better side of London. IC1s, currently Top30 in Itunes Alternative Charts. Give them a download for peanuts and I'll be shocked if you don't think its the absolute bollocks x



iTunes - Music - Levitate - Single by IC1s
itunes.apple.com

itunes.apple.com

iTunes - Music - Levitate - Single by IC1s

If you don't think its the absolute bollocks x
Alternative Charts. Give them a download for peanuts and I'll be shocked
Check out the better side of London. IC1s, currently Top30 in Itunes

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jungroup.com



Jun Group delivers millions of completed views for videos up to 3:00 long. Reserve your buy now - 212.692.9500.

Forevermark Diamonds

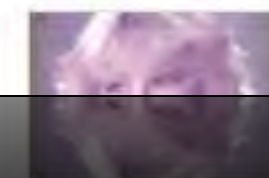
feyjewelers.com



Get the perfect gift you know she'll love. Exclusive Forevermark jewelry will make any special occasion sparkle. Visit Fey & Co today!

Browse Yearbooks

yearbookarchives.com



See if we have your yearbook!

Yearbook!

See if we have your

yearbookarchives.com

Browse Yearbooks



- Wall
- Info
- Friend Activity
- Photos
- Events
- Discussions

About
www.twitter.com/GoWOWMedia
www.gowowmedia.com
www.facebook.com/GoWOW

864 like this
 1 talking about this

Likes See All

Post Riot Clean-up - Let's help clean up London

Like

Create a Page

Community



Wall Post Riot Clean-up - Let's help clean up London - Everyone (Top Posts)

Share: Post Photo

Write something...

Post Riot Clean-up - Let's help clean up London
 Great story about lady who jumped from burning building



Revealed-Face of woman who leapt from the flames to escape the Croydon inferno
londonriots.org.uk

In shock: Monika Konczyk was pictured jumping for her life after fire tore through her first floor flat in Croydon

Like · Comment · Share · August 12, 2011 at 1:50am

3 people like this.

Write a comment...

RECENT ACTIVITY

Post Riot Clean-up - Let's help clean up London changed their About.

Post Riot Clean-up - Let's help clean up London
www.operationcupoftea.com



Operation Cup Of Tea - Anti Riot - London Riots 2011
www.youtube.com

Click "Show More" for all details Official website -
www.operationcupoftea.com

Sponsored See All

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wunderground.com

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1,943 people like MediaMonks.

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Best Agency Culture

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Voted Agency of The Year

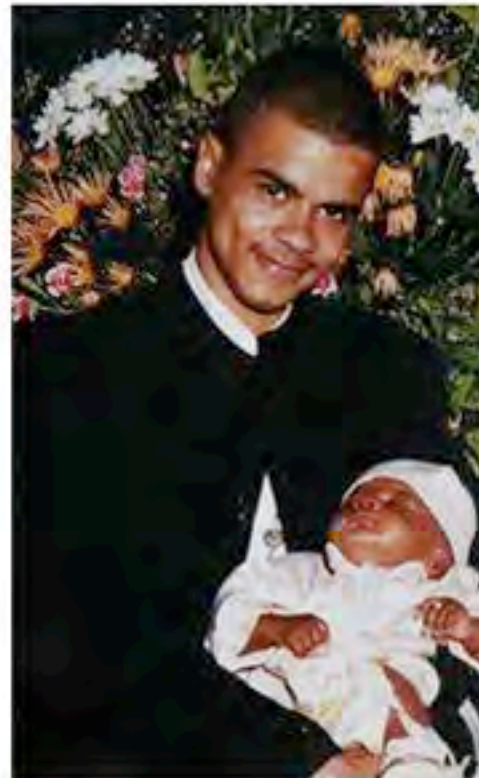
The Agency of The Year

modea.com

Best Agency Culture

locations

high-traffic retail



Wall

Info

Friend Activity

Photos

Events

Videos

About

Mark Duggan was shot down by City of London's Armed Police (CO19) on Thursd...

More

31,064

like this

757

talking about this

talking about this

121

like this

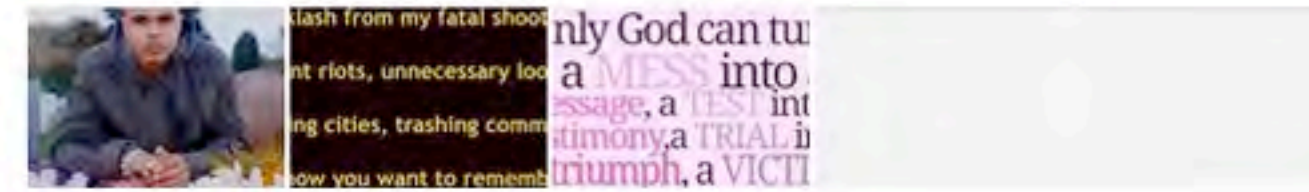
31,064

R.I.P Mark Duggan

Like

Create a Page

Community



Wall



R.I.P Mark Duggan

To IPCC & MET Police

It is a crying shame for a race to be recognized firstly by color and secondly by a label give to the mass population called ethnic minorities! We are Mothers, Fathers, Sisters, Brothers etc and so on! We have a small amount of strays who fall through the cracks', just like any other nationality. People deserve better than this from the MET OFFICE no matter what your color or creed! Treating people as animals first and humans after arrest IS CRIMINAL.

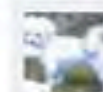
Your Sincerely,
Admin I

Like · Comment · Share · Yesterday at 11:22am ·

60 people like this.

View all 7 comments

1 share



Joan Joseph Joan Joseph i agree if only!!!!!!!!!!!!!!

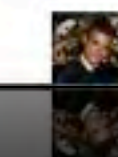
Yesterday at 2:50pm · Like



Jane Ayoade What are they protecting the cab driver from? Telling the truth? That poor man is going to be so brainwashed that hes not even going to know his own name KMT

Yesterday at 3:23pm · Like · 1

Write a comment...



R.I.P Mark Duggan

Want to See MAGIC???

R.I.P Mark Duggan

Write a comment...

Friend Requests

See All



Dawn Iversen

3 mutual friends

Confirm Friend

Sponsored

See All

Chicago Weather Forecasts



wunderground.com

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1,943 people like MediaMonks.

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Long Form Video

jungroup.com



Jun Group delivers millions of completed views for videos up to 3:00 in length. Best views for videos up to millions of completed Jun Group delivers

jungroup.com

Long Form Video

TOP FACEBOOK



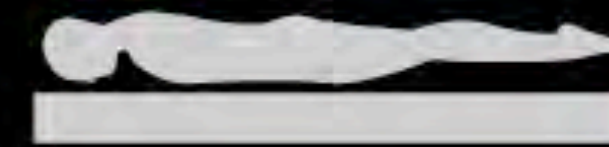
LONDON RIOTS PAGES



RIOT M  CKERY

400,000+ FANS

EXAMPLE:



& THE IDIOT
LONDON RIOT LOOTER



RIOT REPORTERS

100,000+ FANS



STOP RIOT

70,000+ FANS



RIOT CLEAN UP

40,000+ FANS

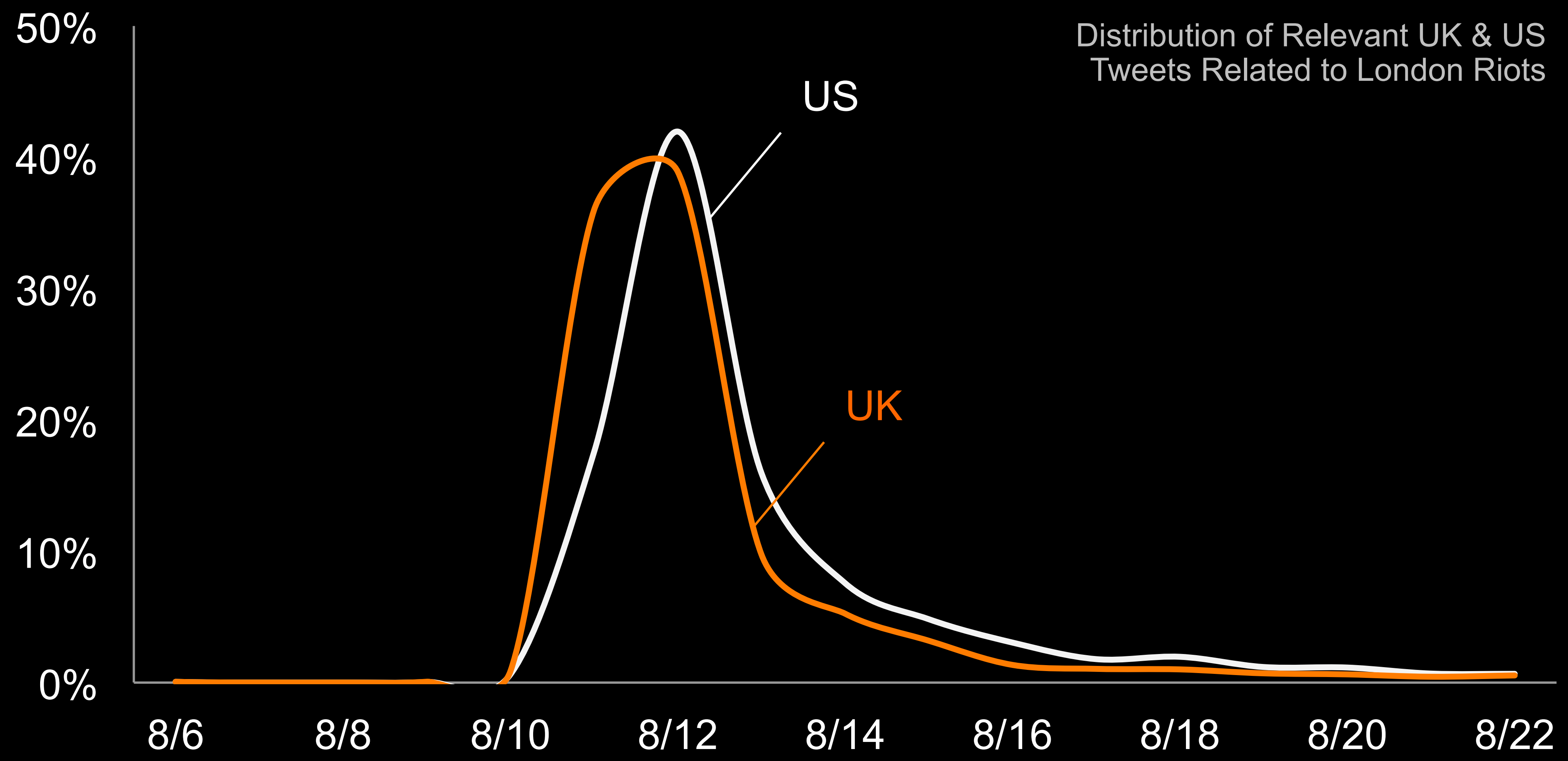


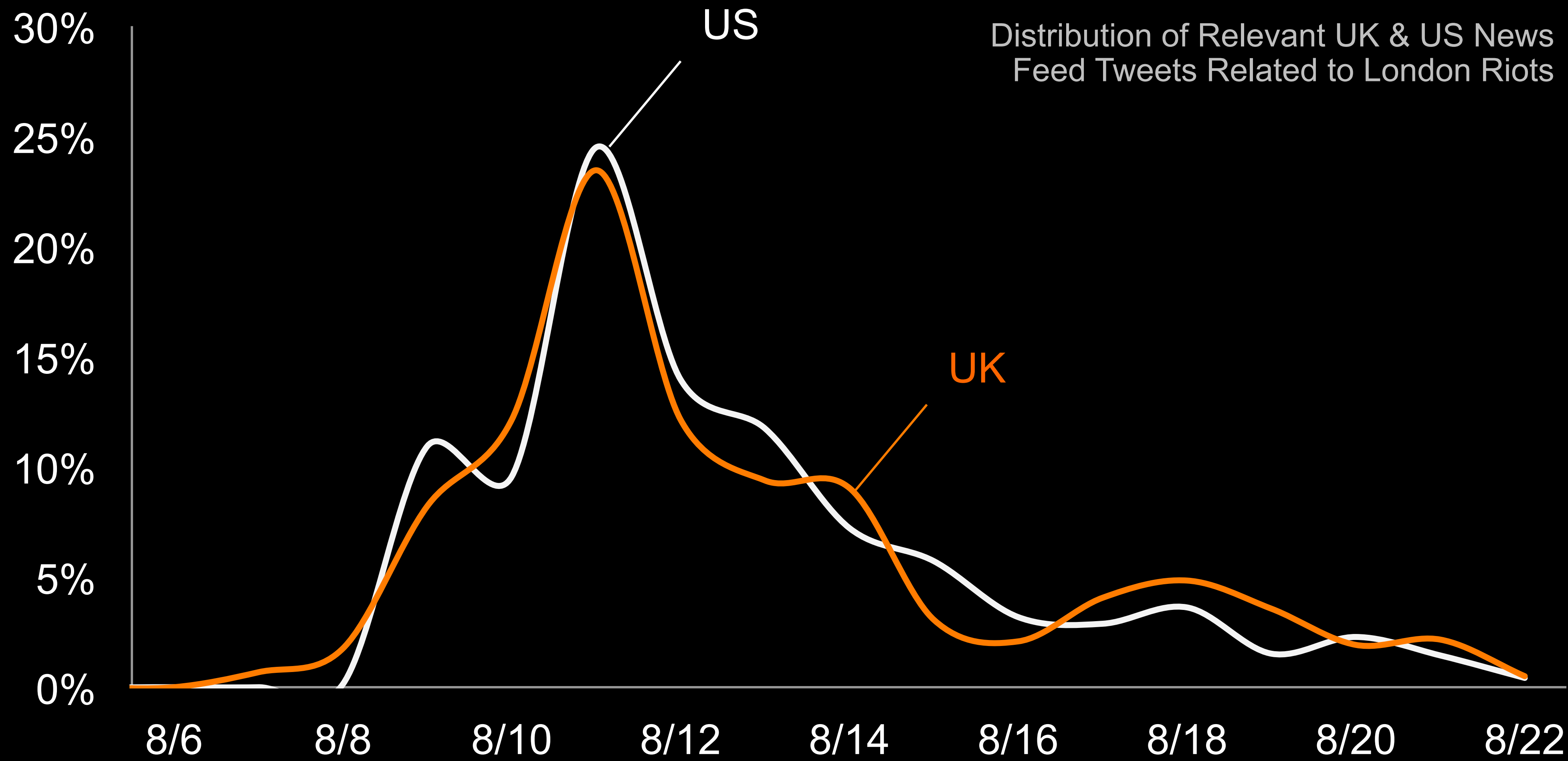
MARK DUGGAN TRIBUTE

7,000+ FANS

WHAT DID WE LEARN ABOUT SOCIAL MEDIA?

- Social networking follows the most effective path
- Social networks pool and democratize reactions
- **Information flows eliminate geographic divides**
- Emotional expressions belong to the beholder
- Social media can be used for good, too





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SORROW JOY
ANGER LOVE
FEAR HOPE

ANGER

Emotional Response to London Riots in the US
August 6th to August 23rd, 2010

SORROW

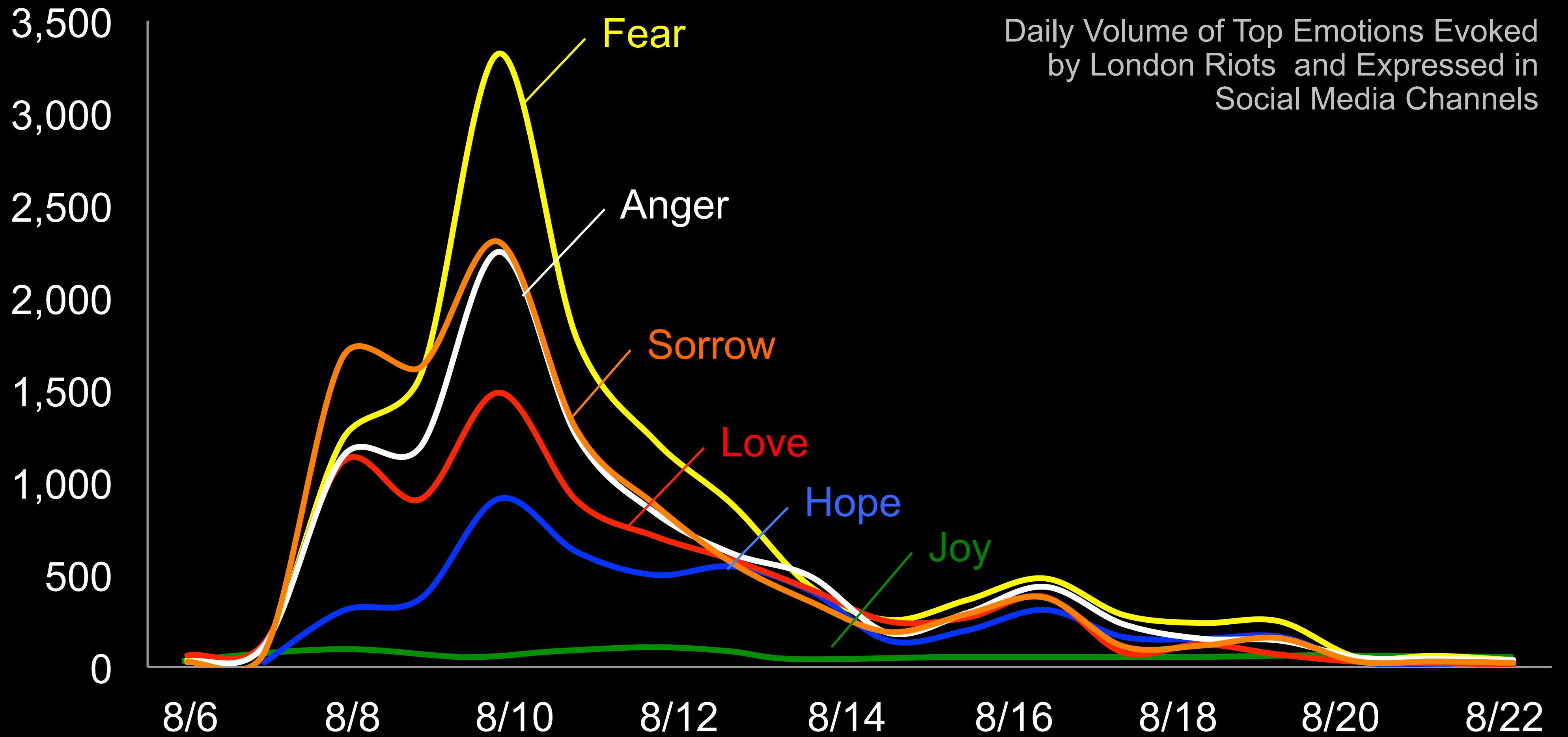
FEAR

JOY
HOPE
LOVE

Emotional Response to London Riots in the UK
August 6th to August 23rd, 2010

FEAR
ANGER HOPE
LOVE
SORROW

Note: Emotional reach adjusted to reflect the size of the Tweeter's followers; Excludes neutral tweets
Source: Twitter stream from August 8th to August 22nd, 2010; Drafftcb analysis



Note: Emotional reach adjusted to reflect the size of the Tweeter's followers; Excludes neutral tweets
 Source: Twitter stream from August 8th to August 22nd, 2010; Drafftcb analysis

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- Emotional expressions belong to the beholder
- Social media can be used for good, too



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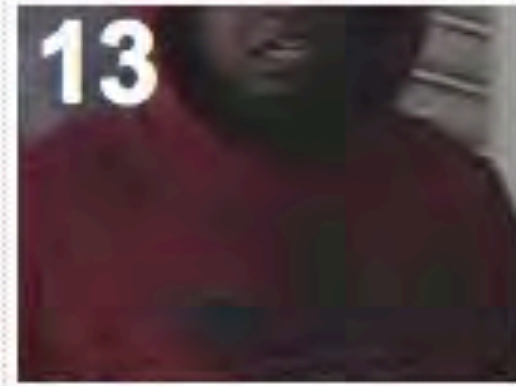




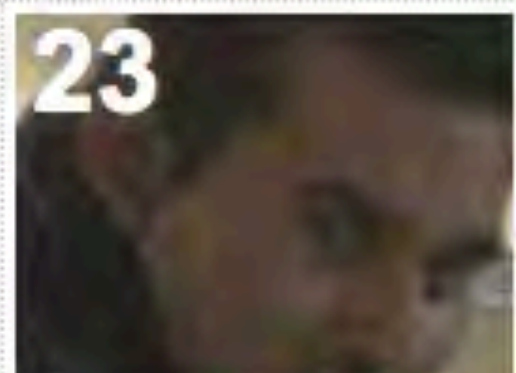

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	1	2	3	4	5	6
7	8	9 	10 	11 	12	13 
14	15 	16	17	18 	19 	20 
21	22	23 	24	25 	26	27

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Operation Withern is investigating the serious disorder and violence that has been affecting parts of London.

Operation Withern's priority is to bring to justice those who have committed violent and criminal acts. As the detailed and thorough investigation progresses we will be issuing photographs of people we want to speak with.

If anyone recognises individuals in the photographs or has any information about the violence and disorder that has occurred they should contact the Major Investigation Team on 020 8345 4142. Alternatively anyone can report crime and provide information anonymously to Crimestoppers on 0800 555 111.





A BLUEPRINT FOR DISORDER (OR ORDER)

The London Riots experience clearly reveals the connective power of social media.

As we have seen, social media stimulates and democratizes opinion by eliminating geographic divides and triggering emotions with a measure of efficiency never before seen. Its power can be used to create wide scale disruption. Yet it can also harness the collective strength of a community for the betterment of society.

What is critically important for those who wish to understand, utilize, or protect against its power is the ability to recognize how -- and for whom -- emotions transmitted through social networks activate behavior.



...AFTER THE RIOTS

DID THE UK SPAWN THE OCCUPY MOVEMENT?

Without a doubt the Occupy movement learned a lot from the London Riots.

For the Occupy movement, social media is an important planning tool, coordination medium, and powerful source of images and video used by the to garner international support for its cause. Clearly, Occupiers have followed the blueprint authored by rioters in London.

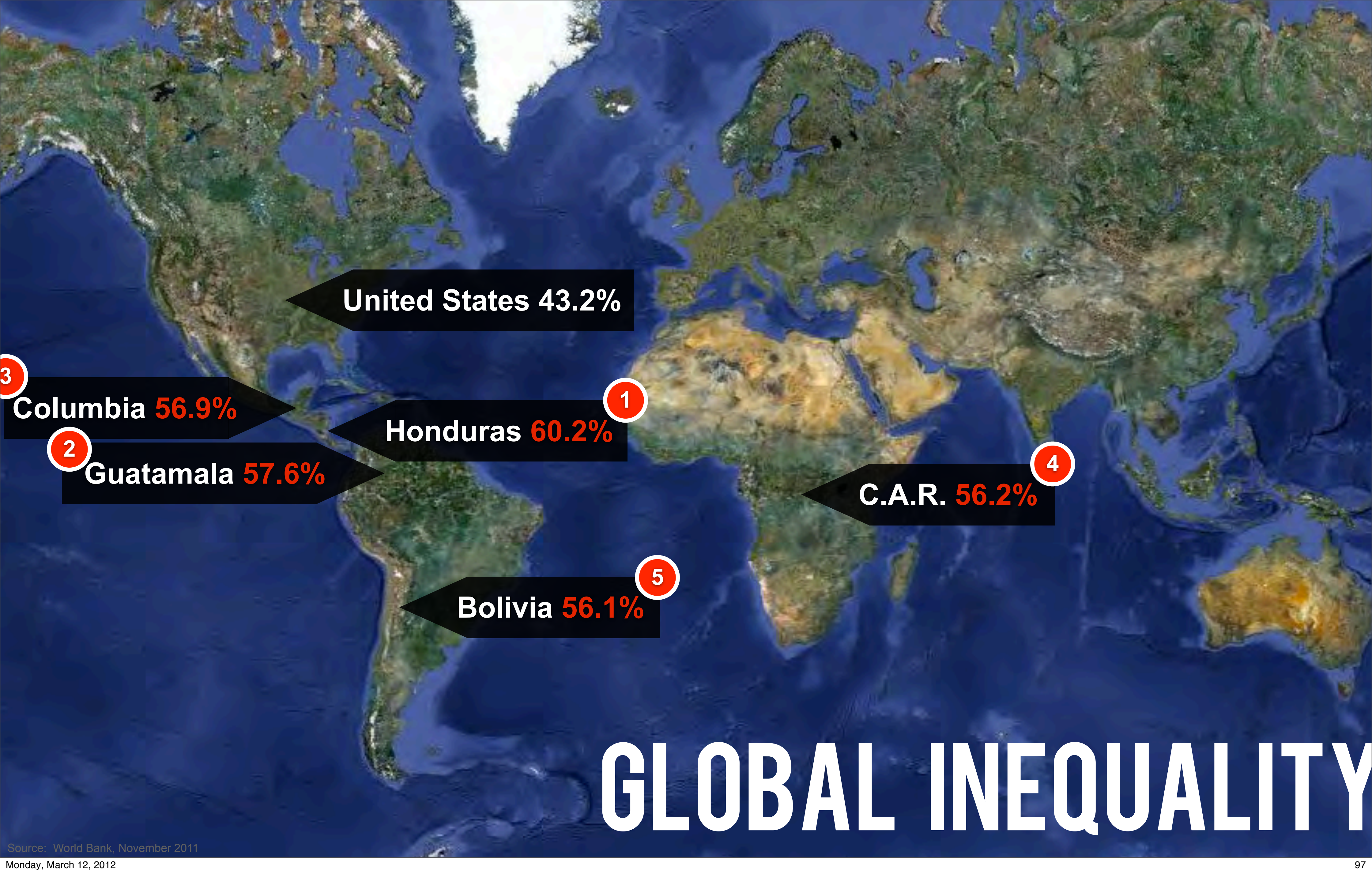
But the biggest contribution the London Riots made to the Occupy movement may not have been the *HOW* to protest, but rather the emotional expression of *WHY*.





United States 43.2%

GLOBAL INEQUALITY



United States 43.2%

1

Honduras 60.2%

2

Guatamala 57.6%

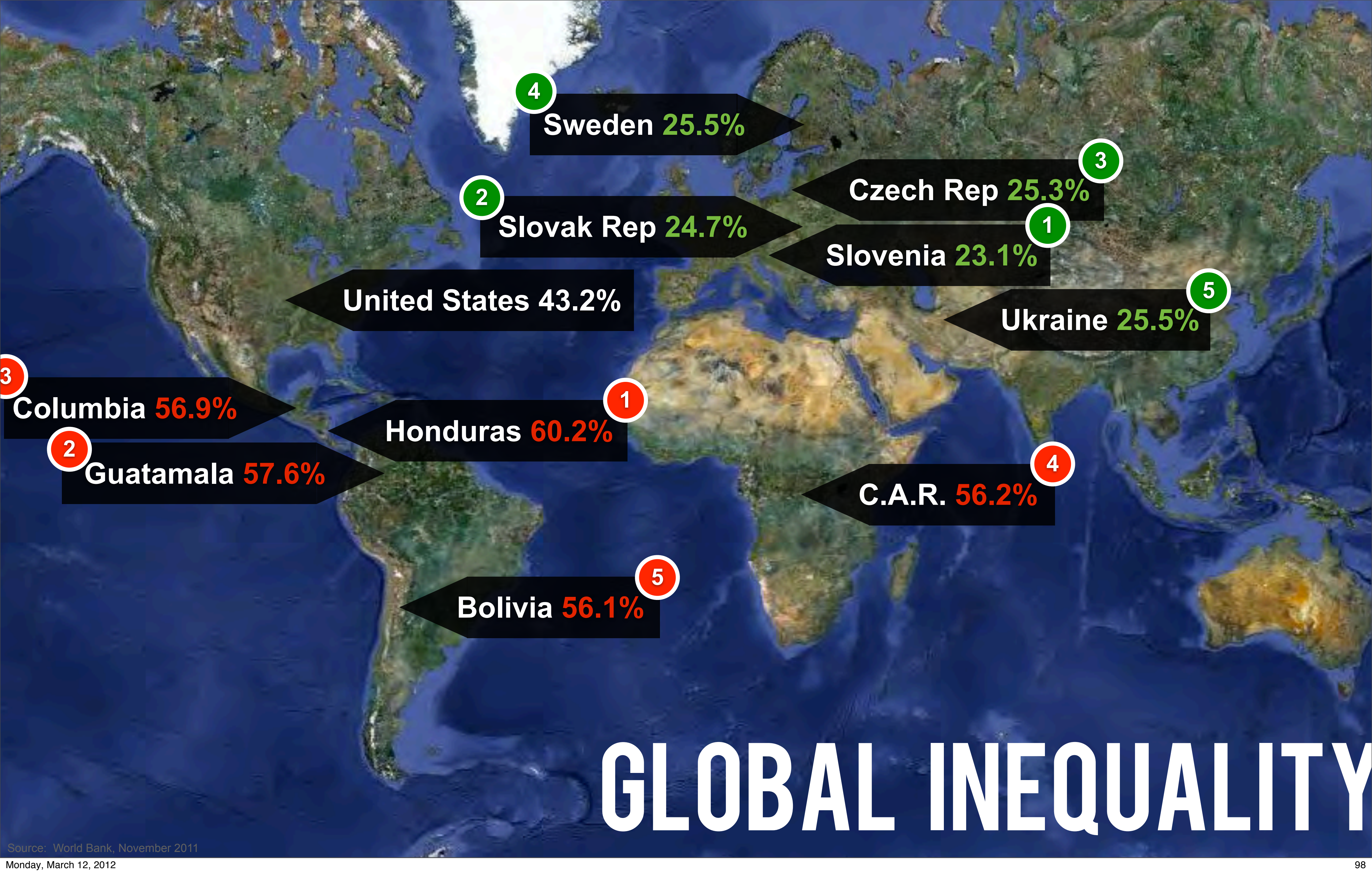
4

C.A.R. 56.2%

5

Bolivia 56.1%

GLOBAL INEQUALITY



4 Sweden 25.5%

2 Slovak Rep 24.7%

3 Czech Rep 25.3%

1 Slovenia 23.1%

United States 43.2%

5 Ukraine 25.5%

3 Columbia 56.9%

1 Honduras 60.2%

2 Guatamala 57.6%

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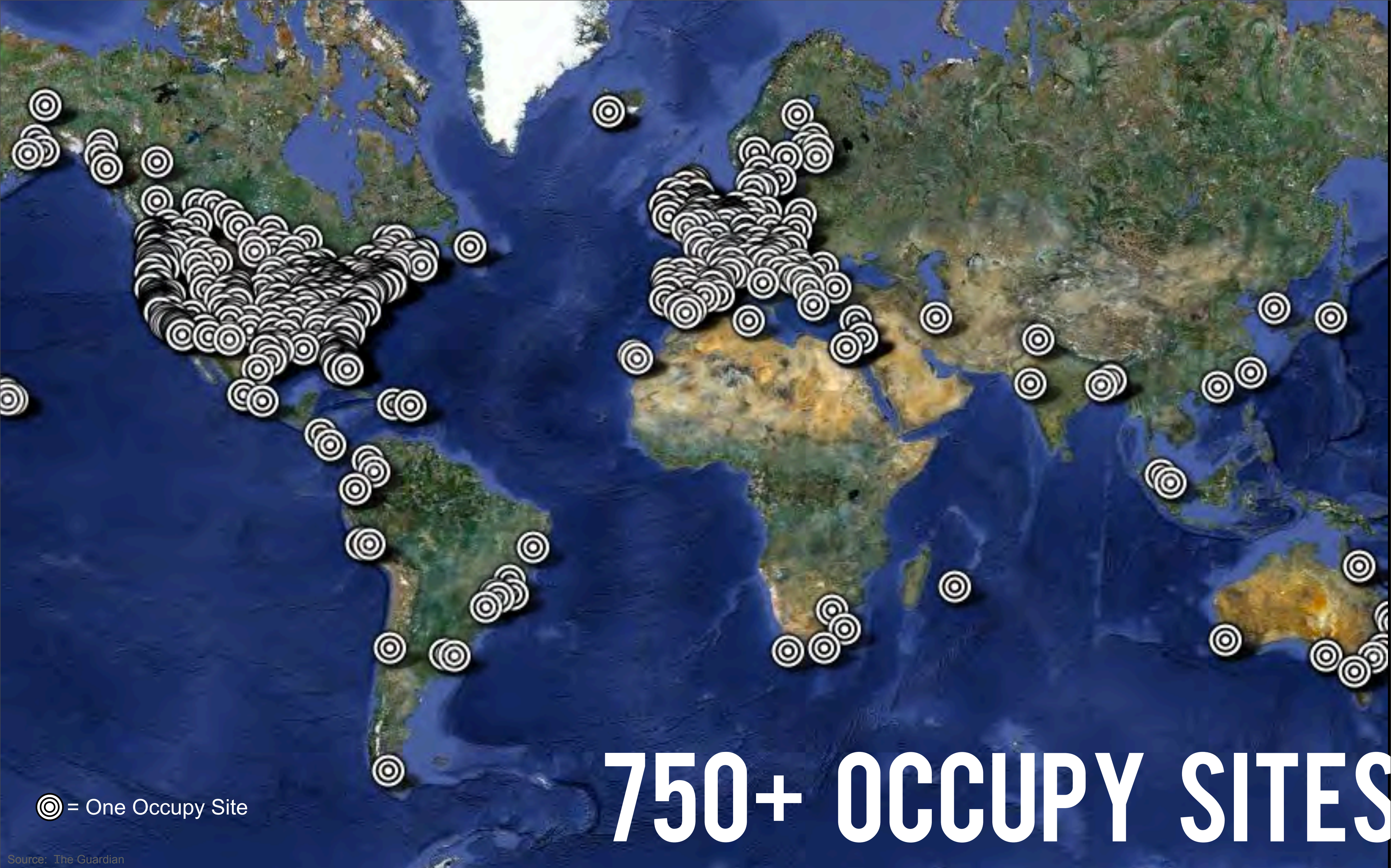
2 Guatamala 57.6%

4 C.A.R. 56.2%

5 Bolivia 56.1%

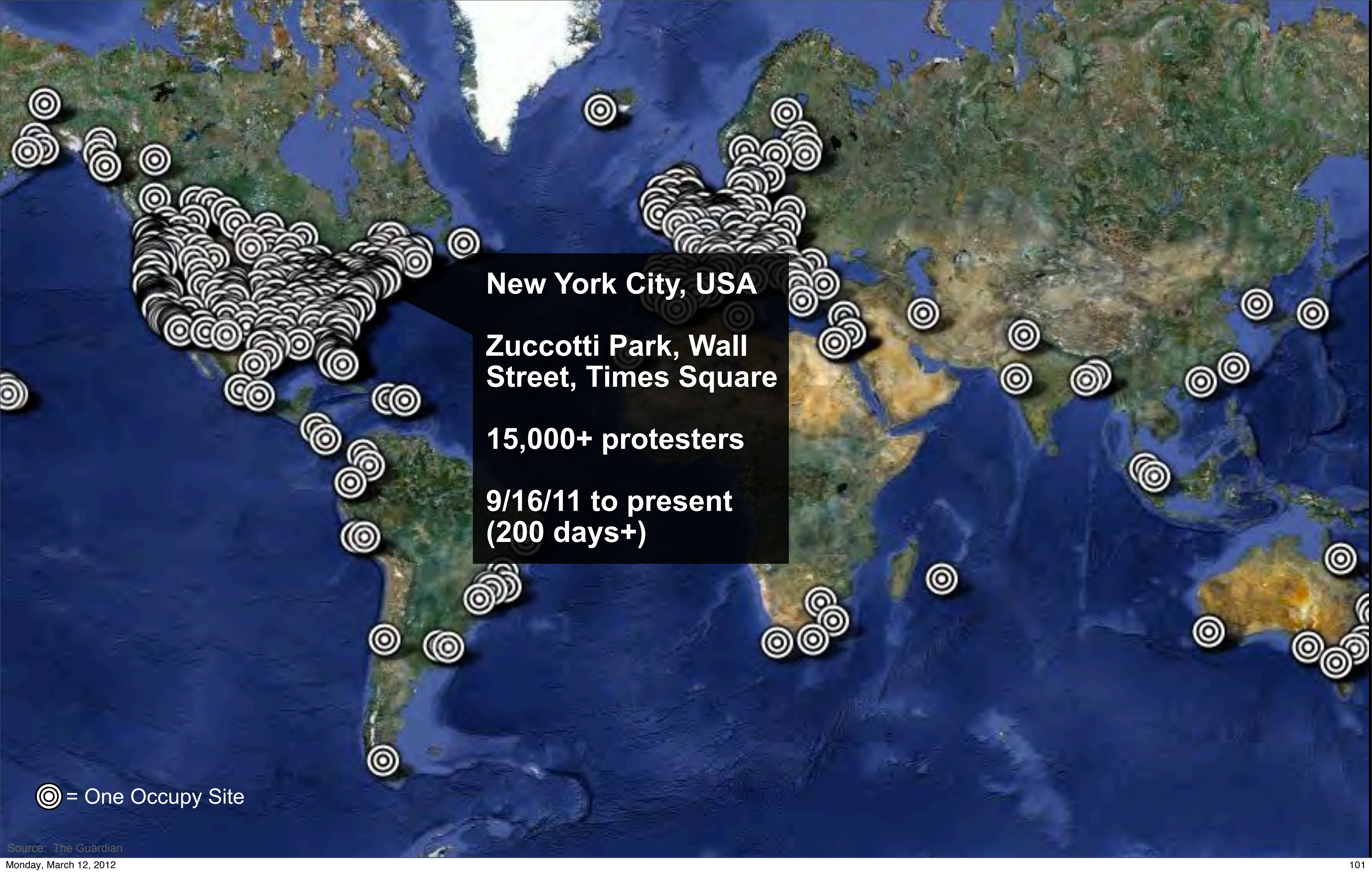
◎ = One Occupy Site

750+ OCCUPY SITES



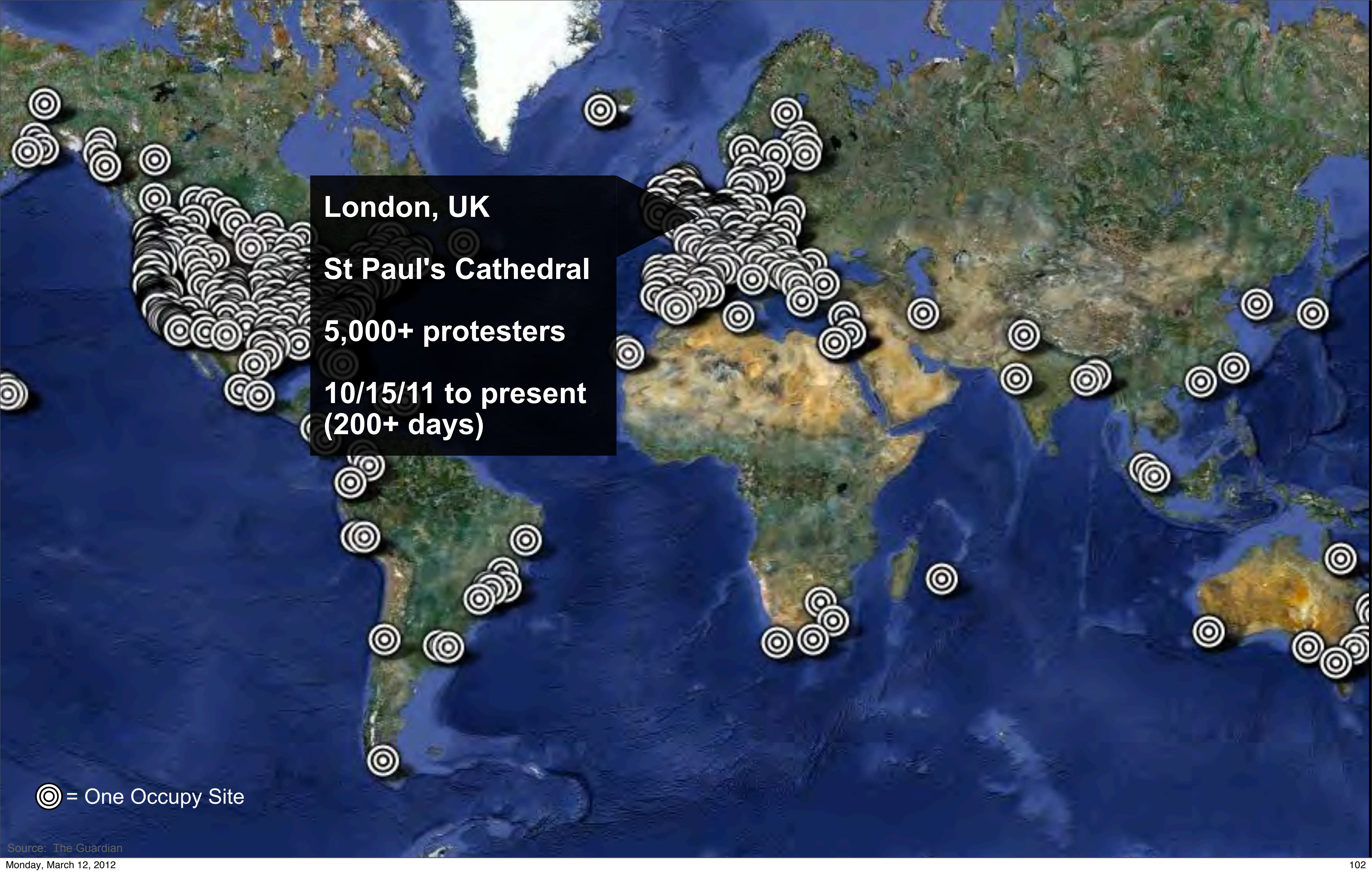
◎ = One Occupy Site

750+ OCCUPY SITES



New York City, USA
Zuccotti Park, Wall Street, Times Square
15,000+ protesters
9/16/11 to present
(200 days+)

◎ = One Occupy Site



London, UK
St Paul's Cathedral
5,000+ protesters
10/15/11 to present
(200+ days)

◎ = One Occupy Site



Madrid Spain
Puerta del Sol
500,000+ protesters
10/15/11 - 10/20/2011
(5 days)

◎ = One Occupy Site

Madrid, Spain on First Night of Occupy Event
Puerta del Sol / October, 15 2011



**WE
ARE
THE
99%**

I am 20 years old
and upwards of
\$275,000 in medical
bills from this last
year due to a condition
I was born with. I
can't get insurance
because of a "pre-existing
condition". I will die
before America wakes
up. I AM THE 99%



I have paid

\$125,869

into a house
currently worth

\$91,000

but the bank is taking it
back


because I still owe them

\$355,692.91

(on a house worth **\$91,000**)

REALLY???

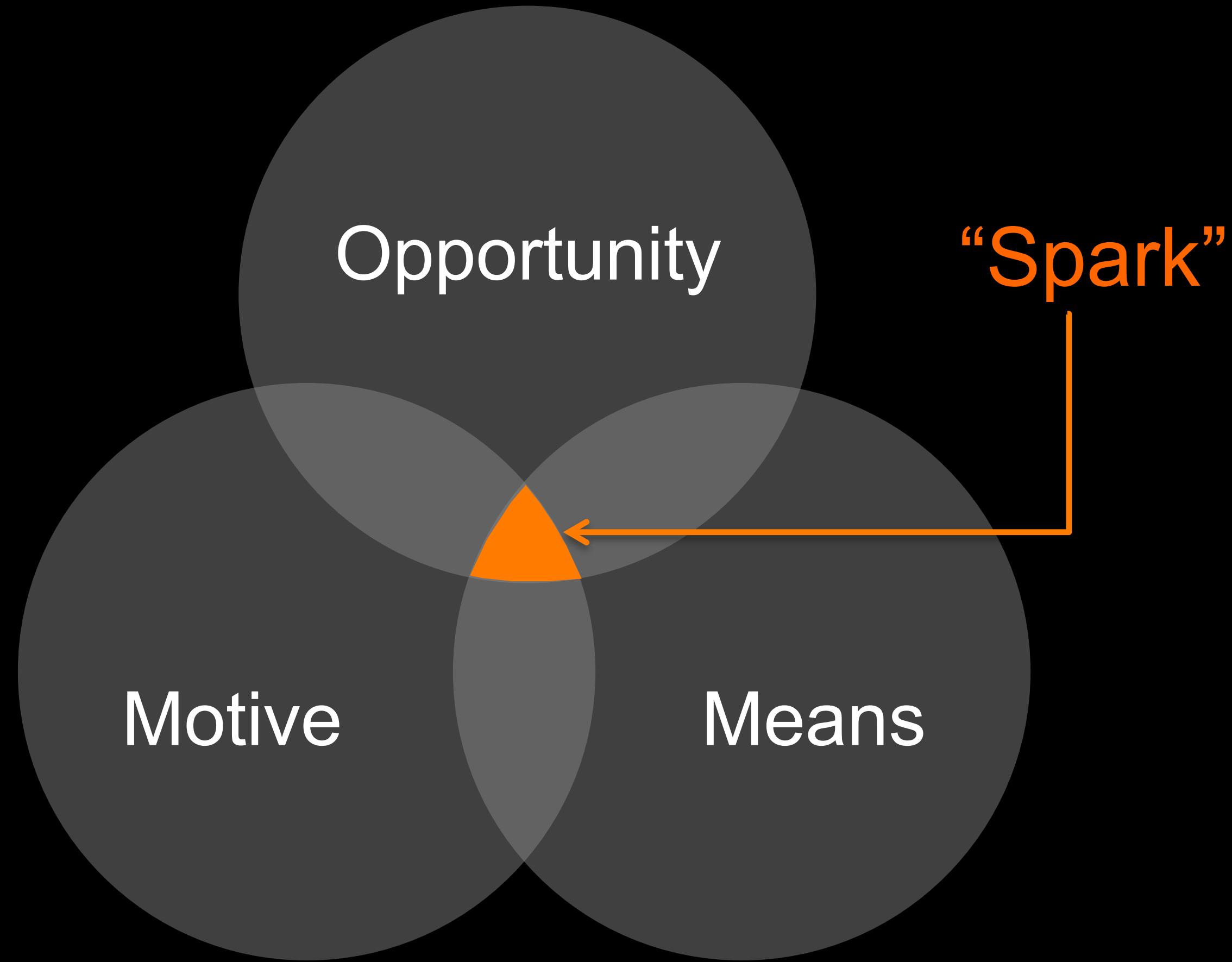
I am the 99% ☹️



I HAVE A MASTERS DEGREE,
SYSTEMIC LUPUS,
TWO KIDS ENTERING COLLEGE IN FALL,
AND LESS THAN \$20 TO MY NAME.

**I AM THE
99%**

WHAT ACTIVATED THE OCCUPY MOVEMENT?



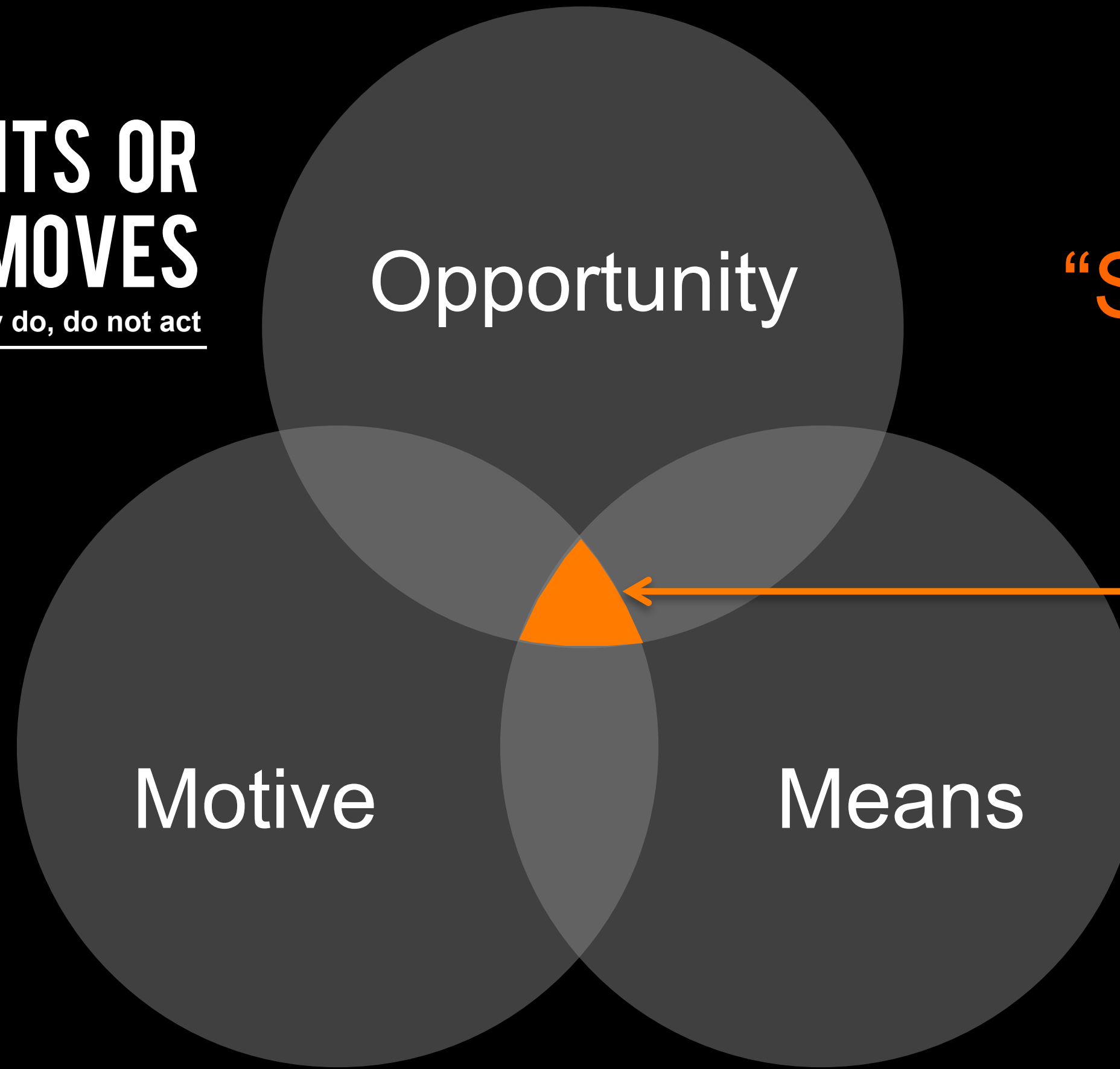
WHAT ACTIVATED THE OCCUPY MOVEMENT?

LOW REQUIREMENTS OR WELL-COORDINATED MOVES

The "moment of truth" for a person at which point they do, do not act

"WE ARE THE 99%"

The reason a person gives to account for behavior



"Spark"

LONDON RIOTS

Emotional event that activates a behavior

MASS, INSTANTLY CONNECTED COMMS

Physical, mental, resources required for behavior

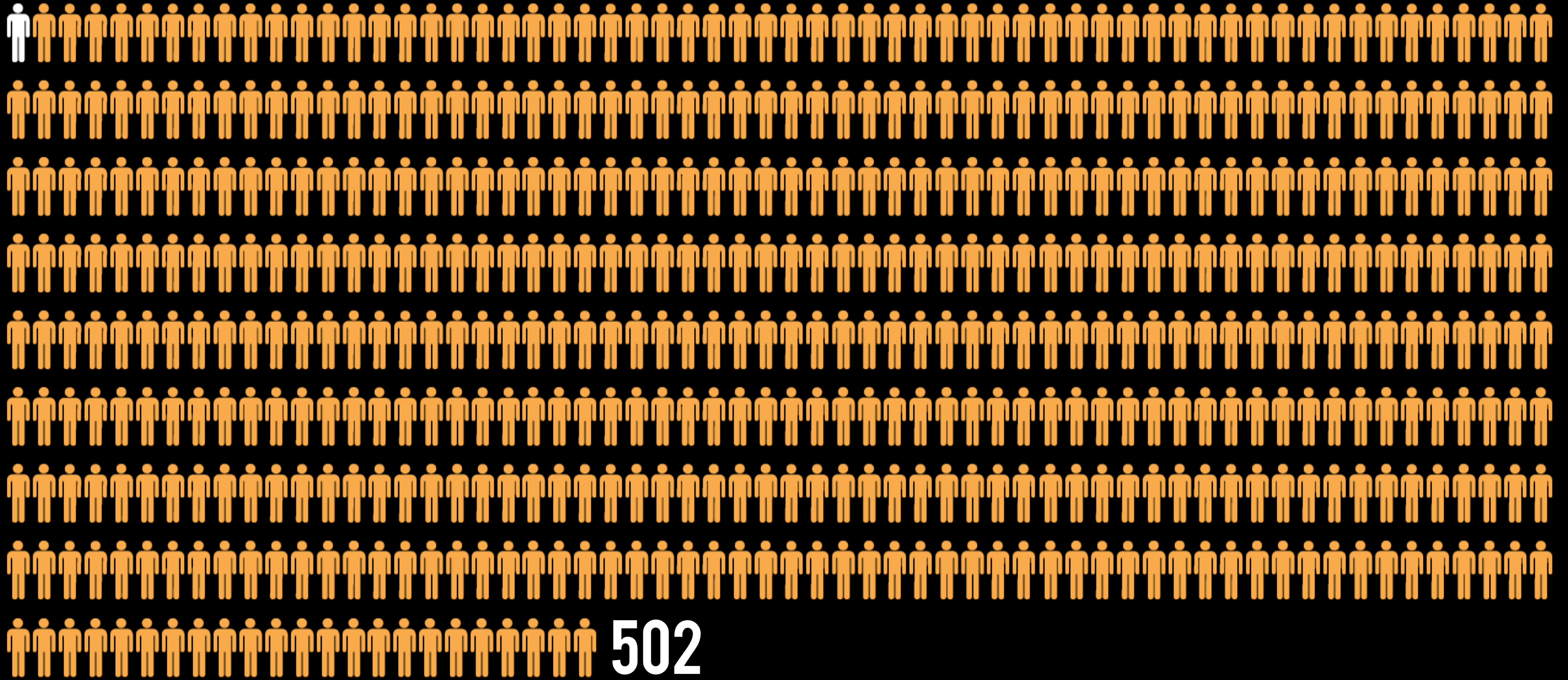
WHAT HAS OCCUPY ACCOMPLISHED?

In December 2011, The NY Times wrote:

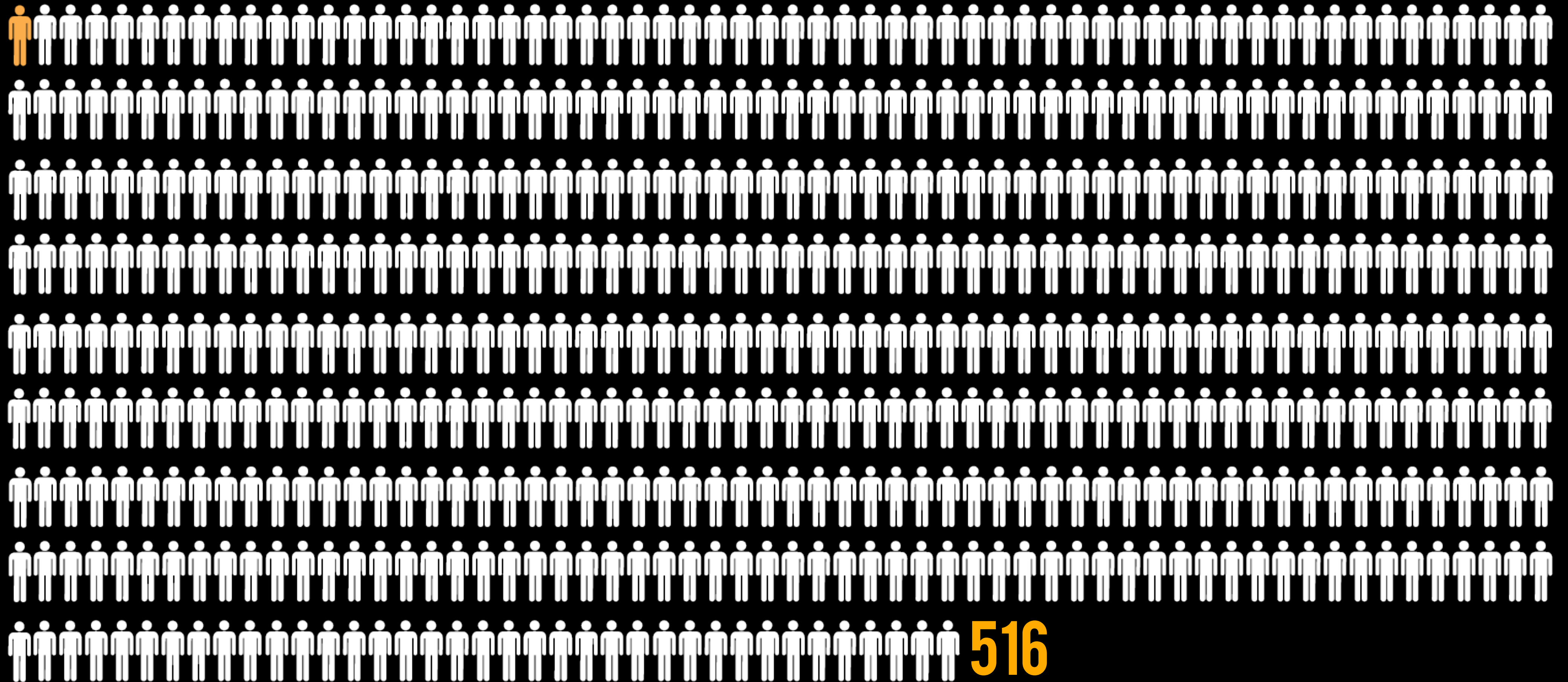
“Whatever the long-term effects of the Occupy movement, protesters have succeeded in implanting “We are the 99 percent,” referring to the vast majority of Americans (and its implied opposite, “You are the one percent” referring to the tiny proportion of Americans with a vastly disproportionate share of wealth), into the cultural and political lexicon.”

But why hasn't the movement achieved more?

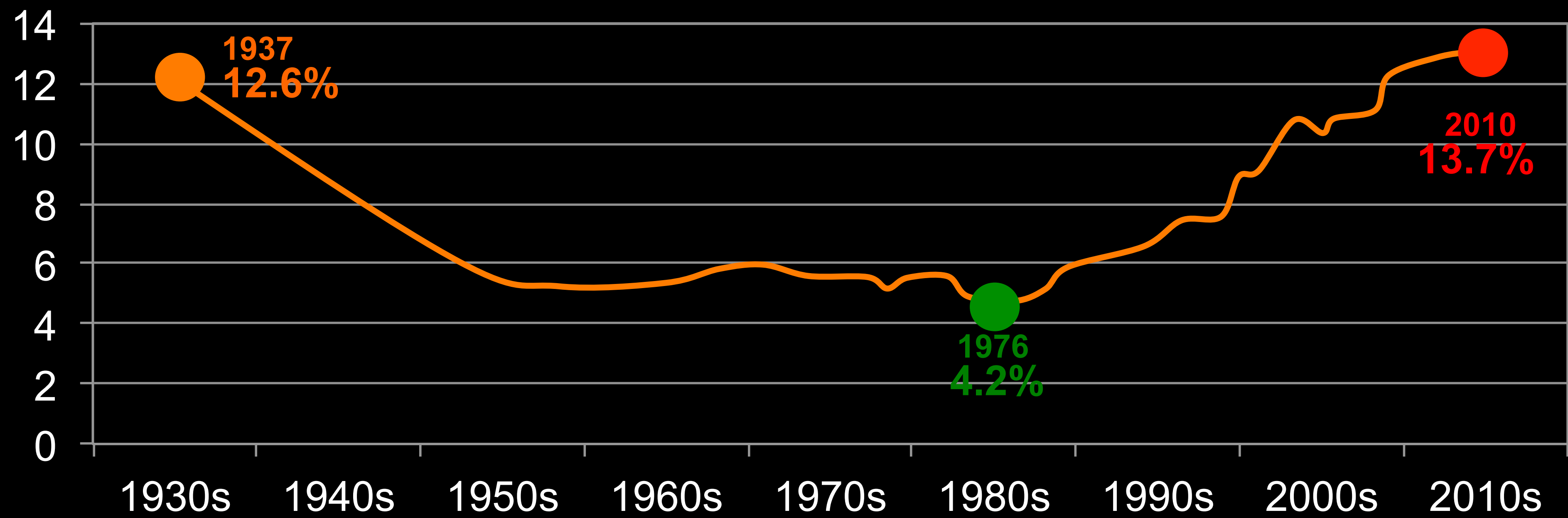
Average Number of Social Network Contacts of a UK Adult, 2010

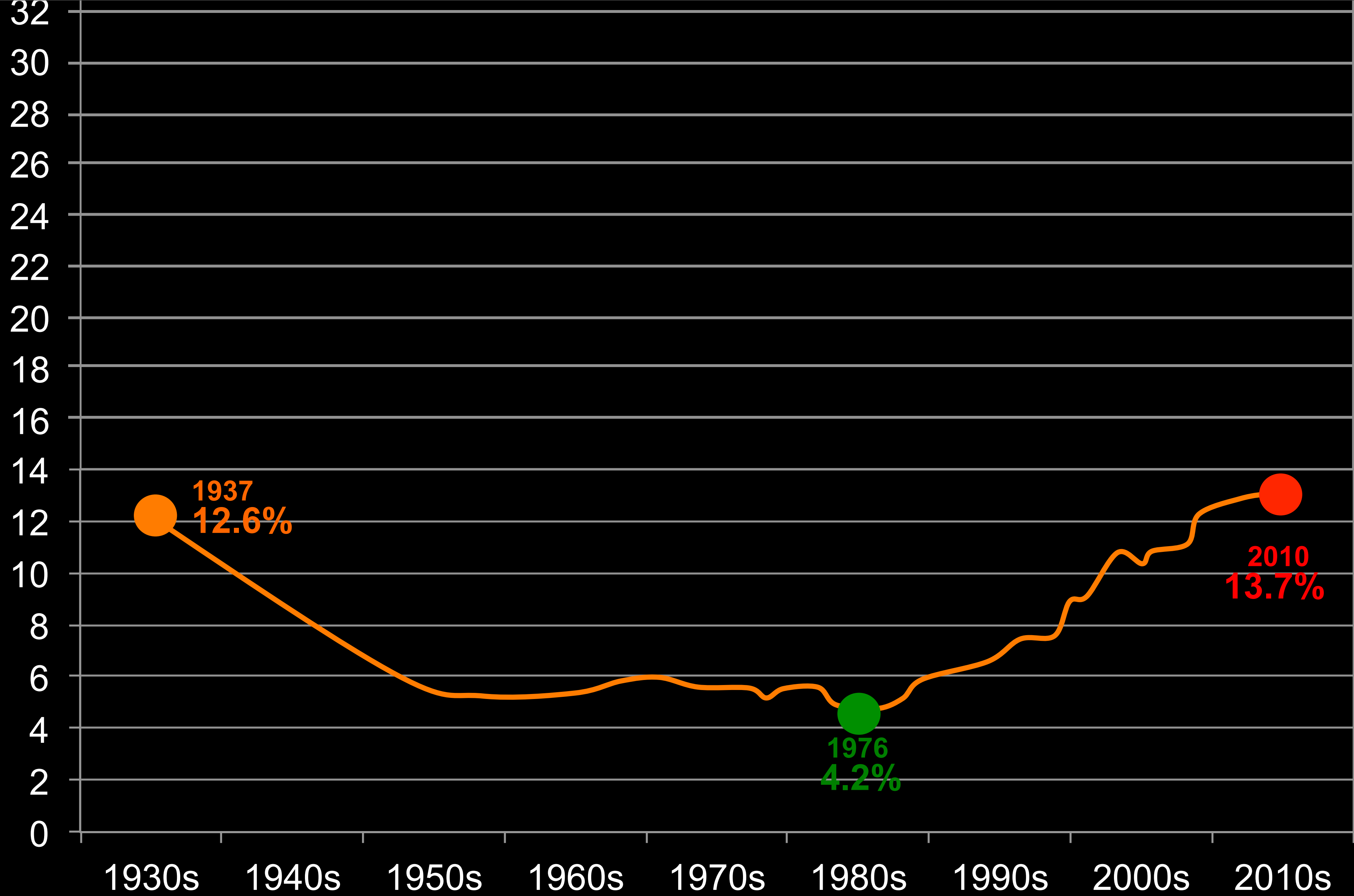


Average Number of Social Network Contacts of a US Adult, 2010



UK History of Share of Total Income Going to Top 1%

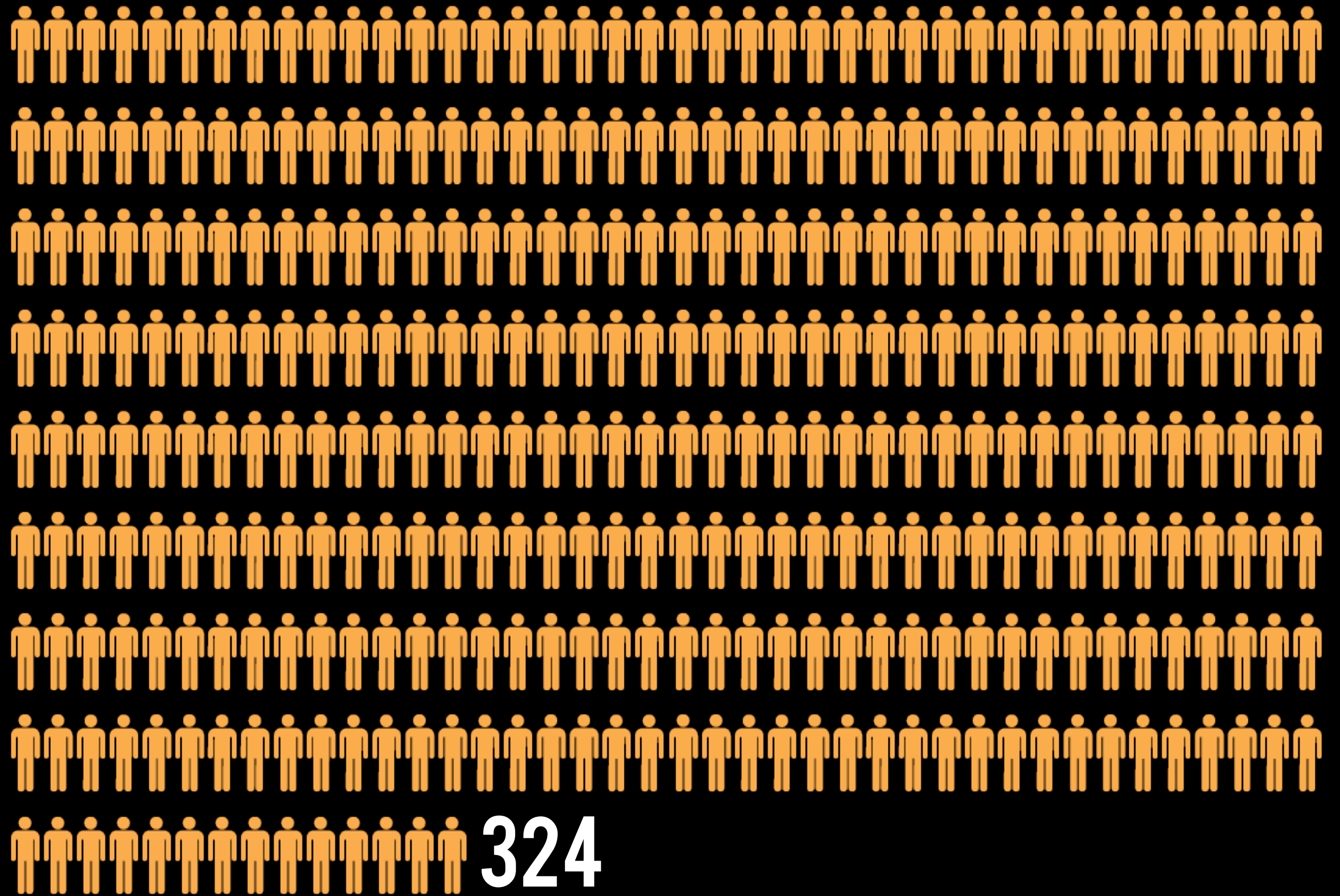
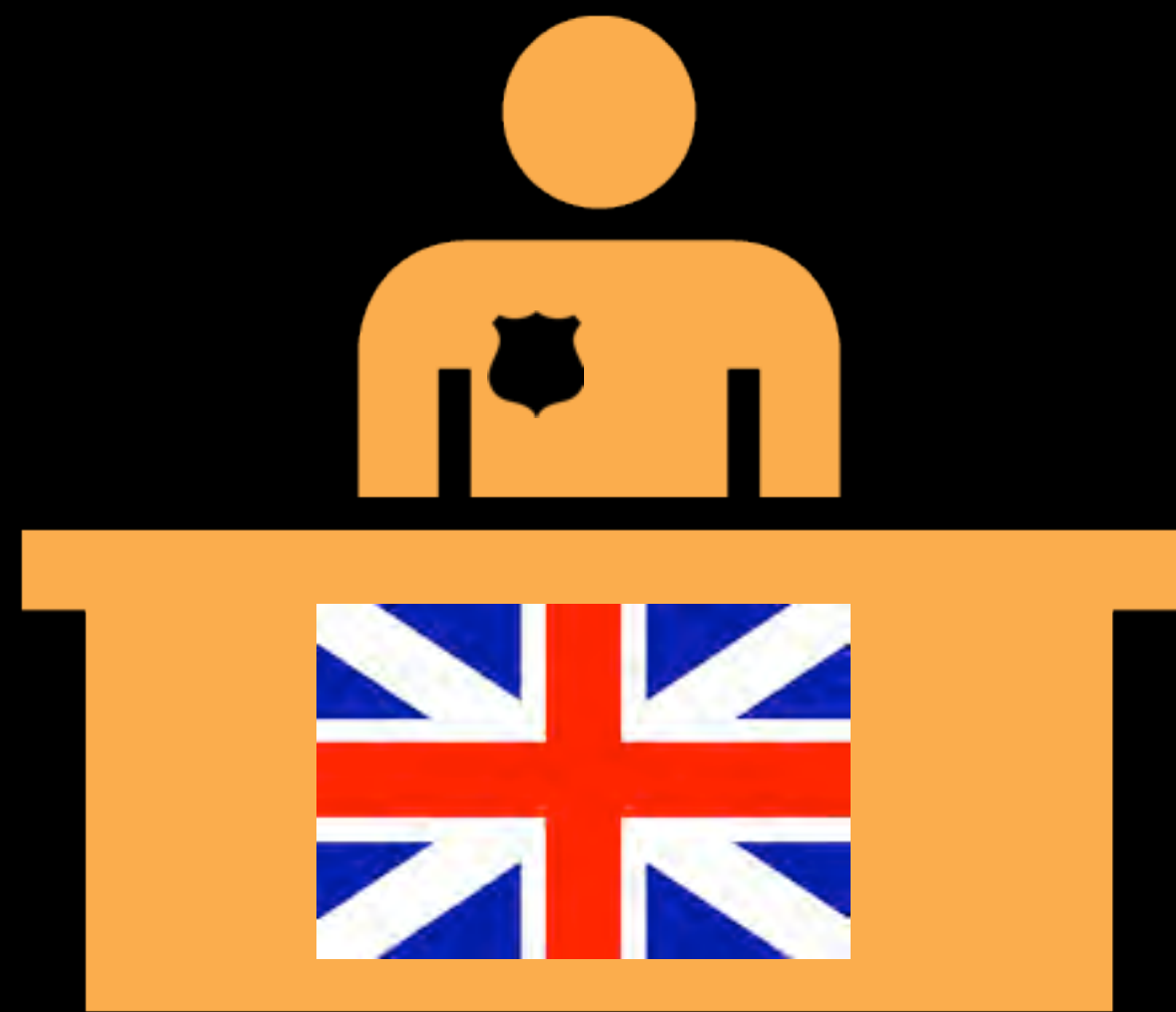




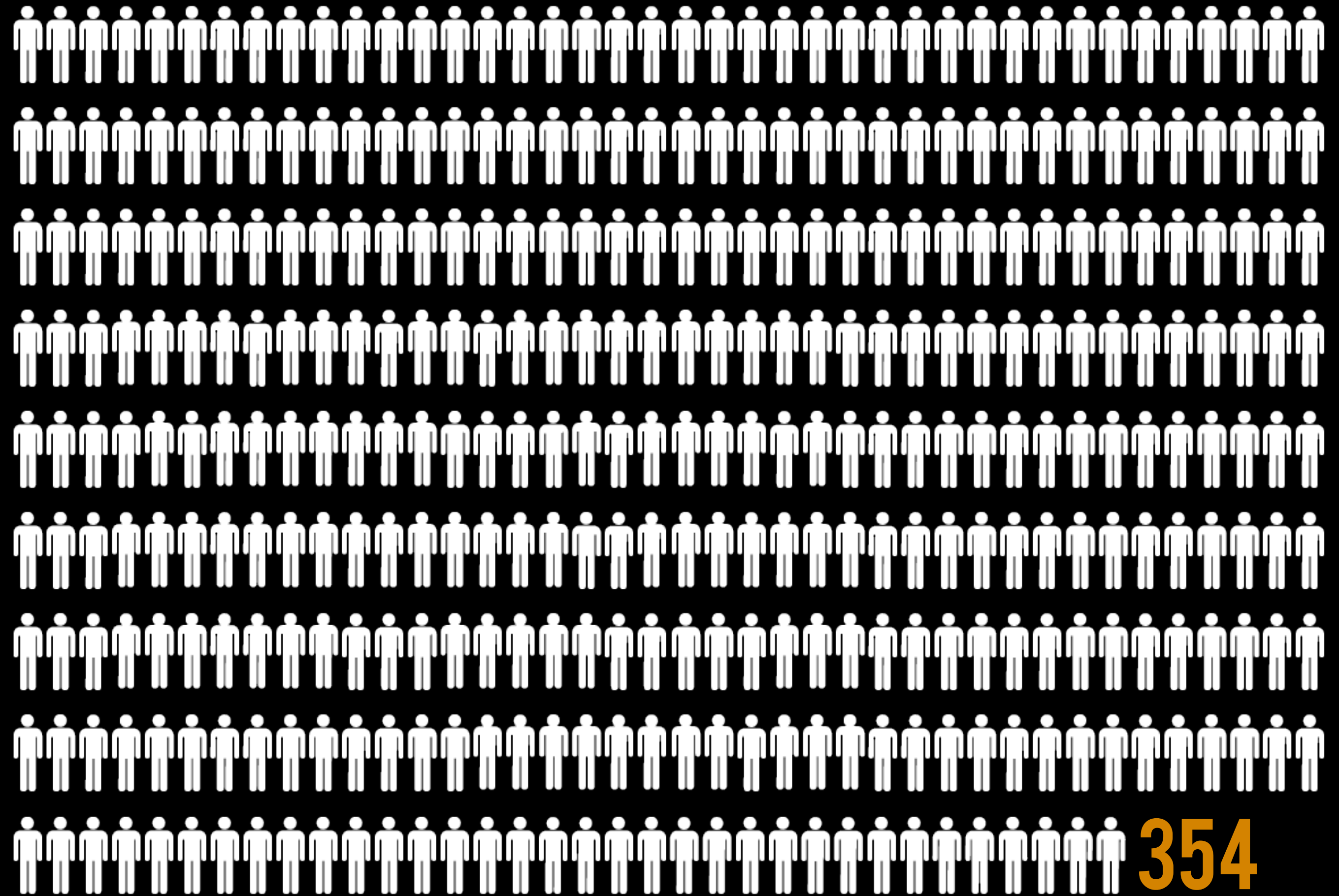
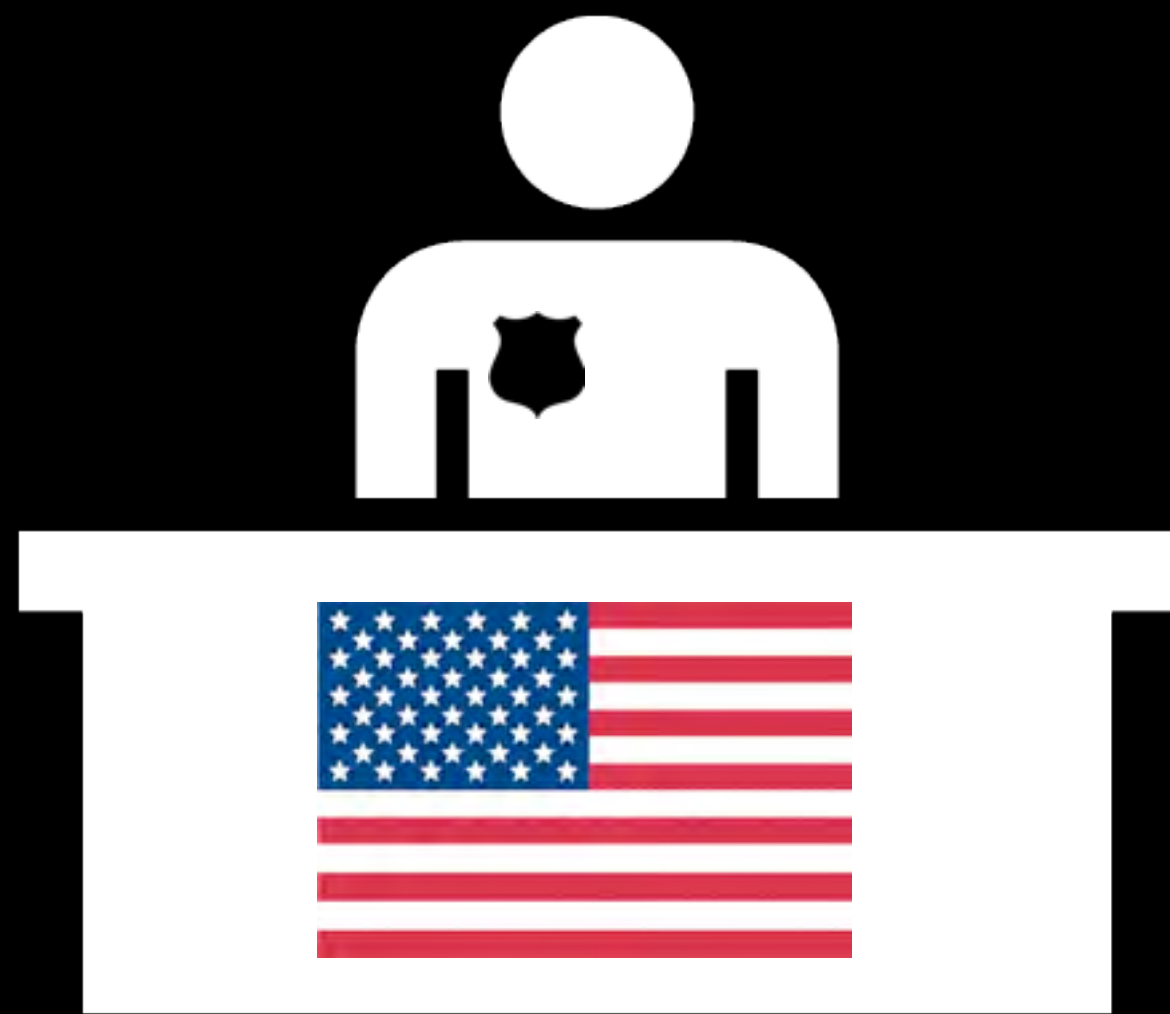
72
70
68
66
64
62
60
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2010
42% → 

Citizens per Law Enforcement Officer in the UK, 2010

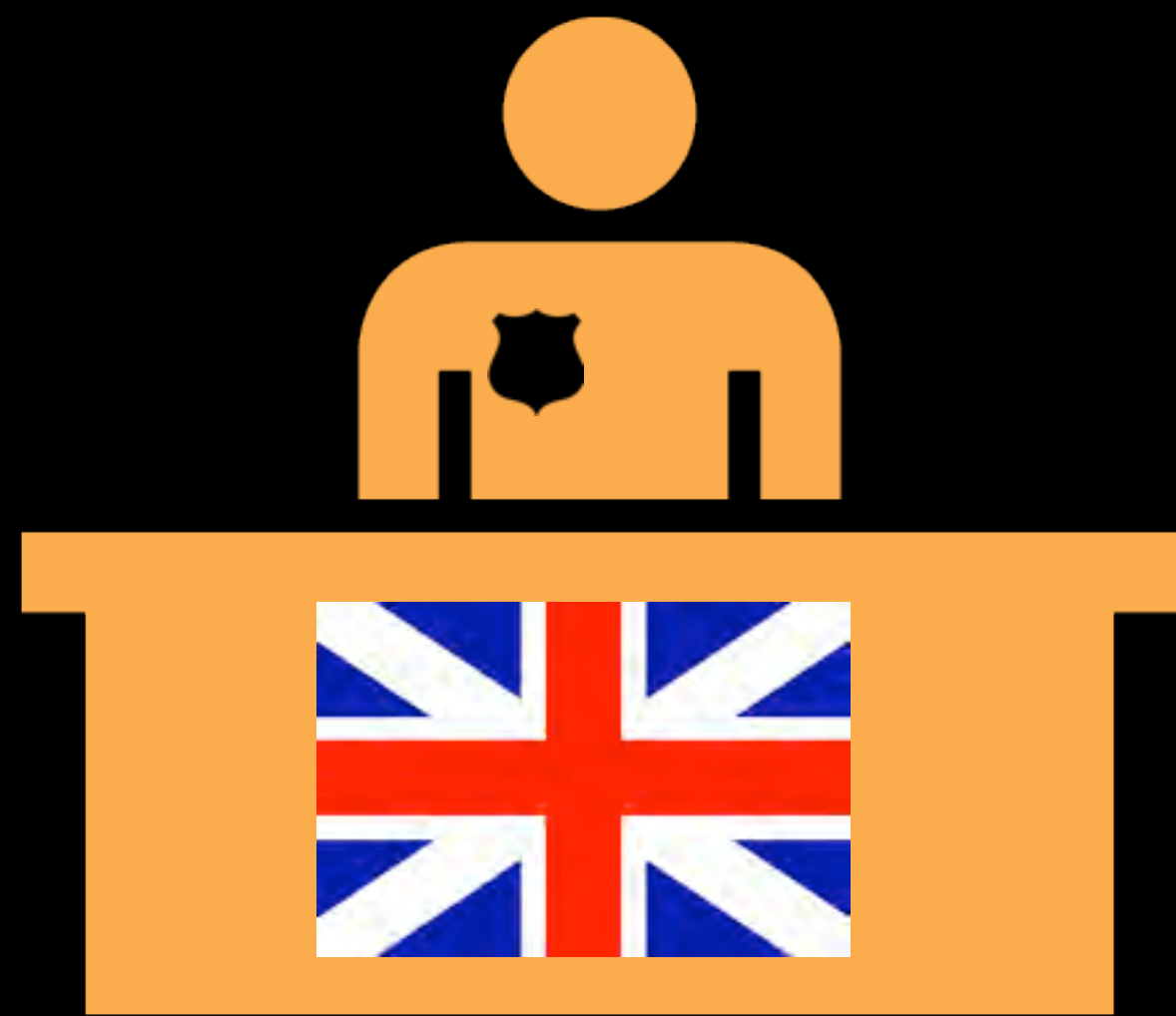


Citizens per Law Enforcement Officer in the UK, 2010

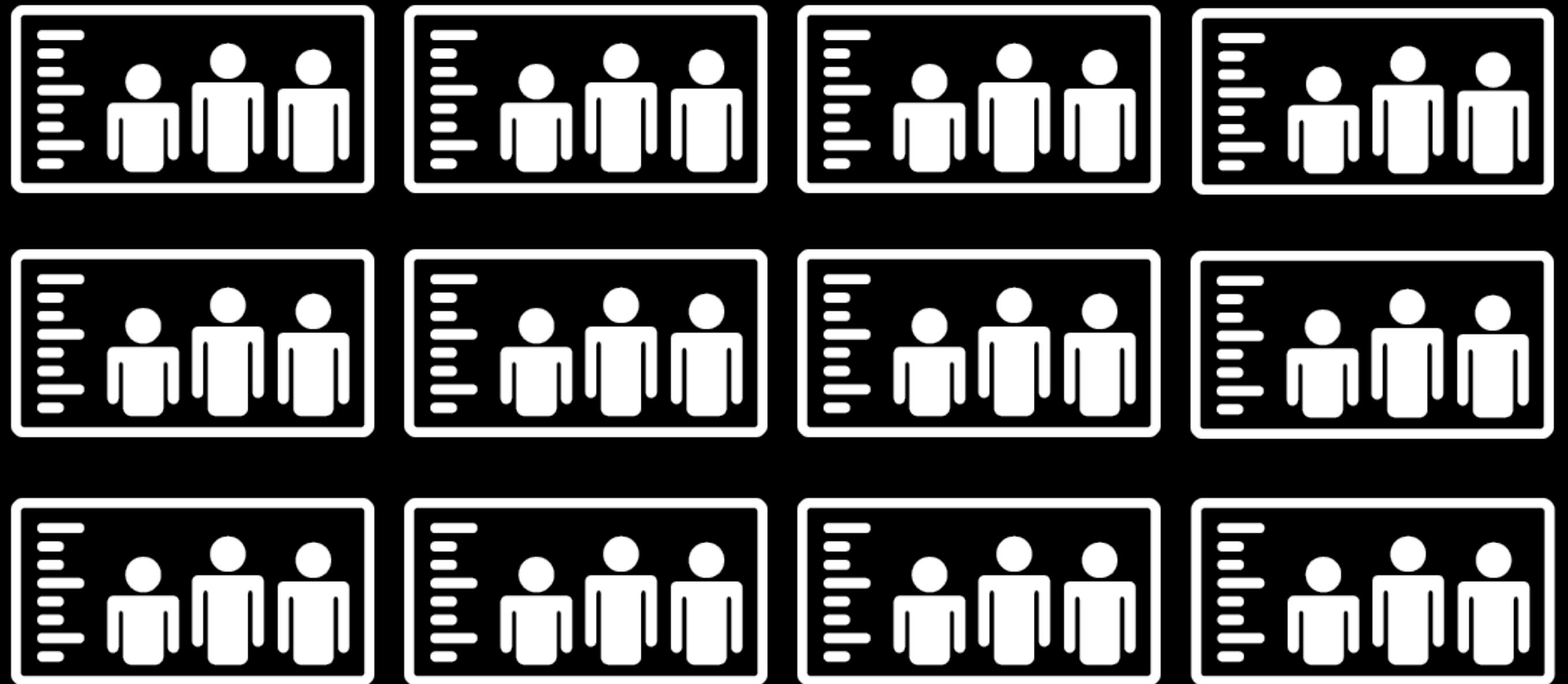
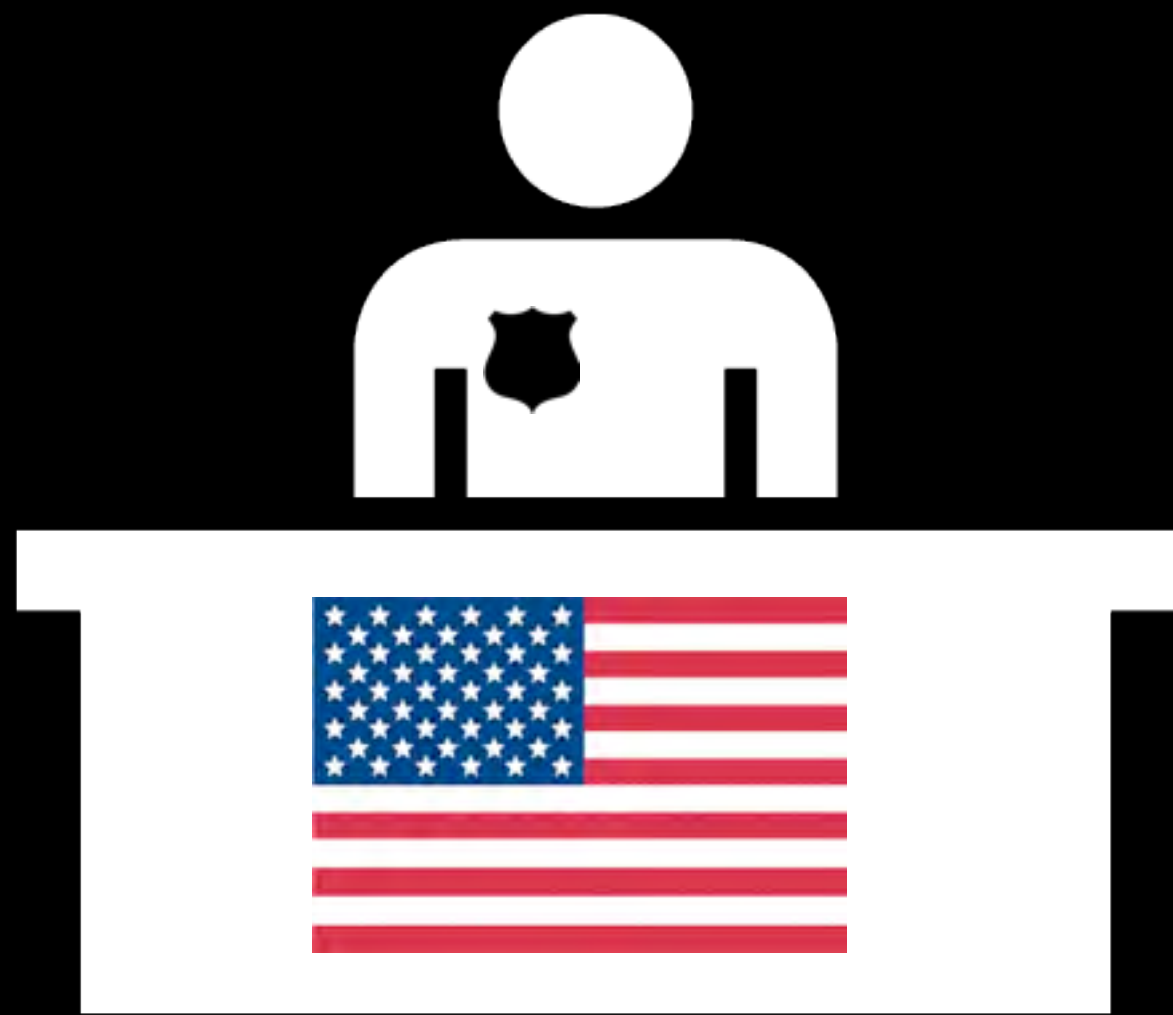


354

Violent + Property Crimes per Law Enforcement Officer in the UK, 2010



Violent + Property Crimes per Law Enforcement Officer in the US, 2010



12.0

SORROW JOY
ANGER LOVE
FEAR HOPE

ANGER

Emotional Response to London Riots in the US
August 6th to August 23rd, 2010

SORROW

FEAR

JOY
HOPE
LOVE

Emotional Response to Occupy in the US
September 21, 2011 to February 23rd, 2012

FEAR JOY
ANGER LOVE
SORROW HOPE



" IF YOU'RE NOT A
PART OF THE ~~EXXAKS~~
YOU'RE A PART
OF THE BOREDOM"













CANADA'S
DEBT
1 TRILLION
290 countries
GOV PAYS

WE ARE 99%.
PROTESTING
CORRUPTION
♥

OWN THE SPARK AND YOU OWN THE NETWORK

Understanding perception is the key.

Even those with clear Motive, Means, and Opportunity will not act without a Spark. For Occupy the conditions for great social change were in place, save for a Spark strong enough to activate those outside their hardened core. Now its momentum -- and Opportunity -- is waning. Perhaps a leader will emerge who understands how the movement is perceived by the masses and is able to tap their emotions. Or perhaps a new movement will arise as the result of a monumental Spark.

As summer approaches, there is no reason to believe that such a Spark will not come...

THANK YOU

Special Thanks To:

MRIDUL JOSHI
DAN KORPOLINSKI
ALMOND LOH
JAMIE SHUTTLEWORTH
JILL SOLARCZYK
JUNE SUNG
KARL TURNBULL

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