



Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Scarborough Community Council
Chair, Government Management Committee
Chair, Toronto Public Library Board

Date: October 30, 2012
To: Government Management Committee Members,
Re: Social Sentiment Analysis

Recommendation:

1. The City Information Officer and the Director of 311 be directed to report back to the Government Management Committee at the January 2013 meeting on how Social Sentiment Analysis may be implemented into their current platform for the purposes of gathering information on civic issues/concerns through social media such as Twitter to alert and inform the City on issues and opinion on civic matters.

Social Sentiment Analysis is the process of collecting trends on social media feeds to alert corporations on what topics subscribers are speaking on. If a number of people speak on the same issue it is categorized as a trend whereby the information is collected and analysed by corporations to aid them with what the consumer needs are. Much is the same for information gathering for civic purposes. If subscribers begin to speak on: public transit, pot holes or other municipal matters it gives the City an opportunity to address concerns within the communities without residents actually lodging a complaint.

The collecting of this type of data has also been referred to as mining social media, allowing the City to use sentiment analysis tools to listen to residents' consensus on civic issues much like having a virtual town hall meeting.

Having Social Sentiment Analysis implemented at the City of Toronto would give us a tool to quickly gather information on key City issues such as public transit, public libraries, graffiti, potholes or any municipal information useful to the City.

Sincerely,

Councillor Paul Ainslie
Scarborough East Ward 43

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