

September 2019

The Dublin Beat

Citibeats analysed citizen opinions of September 2019 in the Dublin Region for an overview of their most pressing concerns.

Citizen opinions analyzed #

10,000+ voices
4 districts

Fastest growing

Community &
Culture

Most positive sentiment

Tourism &
Hospitality

Most discussed

Mobility

Fastest declining

Social
Inclusion

Most negative sentiment

Safety

How can AI help Smart Cities be more people-centric?

Counting the number of thumbs-ups, likes and retweets have been the go-to measurement of how successful social media messages reach their audience. But what is the sentiment behind the text? What are people's real concerns, and how do they feel about them?

Smart Dublin, The Dublin Economic Monitor and Citibeats have teamed up to capture, analyse and understand the opinions of Twitter users in the Greater Dublin Area (Dublin City, Dún Laoghaire, Fingal and South Dublin).

More details can be explored in the real-time Citibeats Dublin dashboard. Contact Mainard Gallagher for more information.

Each month public tweets are collated by the AI text analytics platform Citibeats, whose artificial intelligence algorithms have been trained for understanding opinions in the local context of Dublin. This can assist local authorities to better understand how local people feel about civic issues.

Over time, local authorities will be able to measure the changes in public social sentiment regarding infrastructure projects, public events, environment, mobility, tourism, housing and more. Doing so, will help authorities to harness the voices of the people in a way that is measurable, and help to inform new policies and actions.

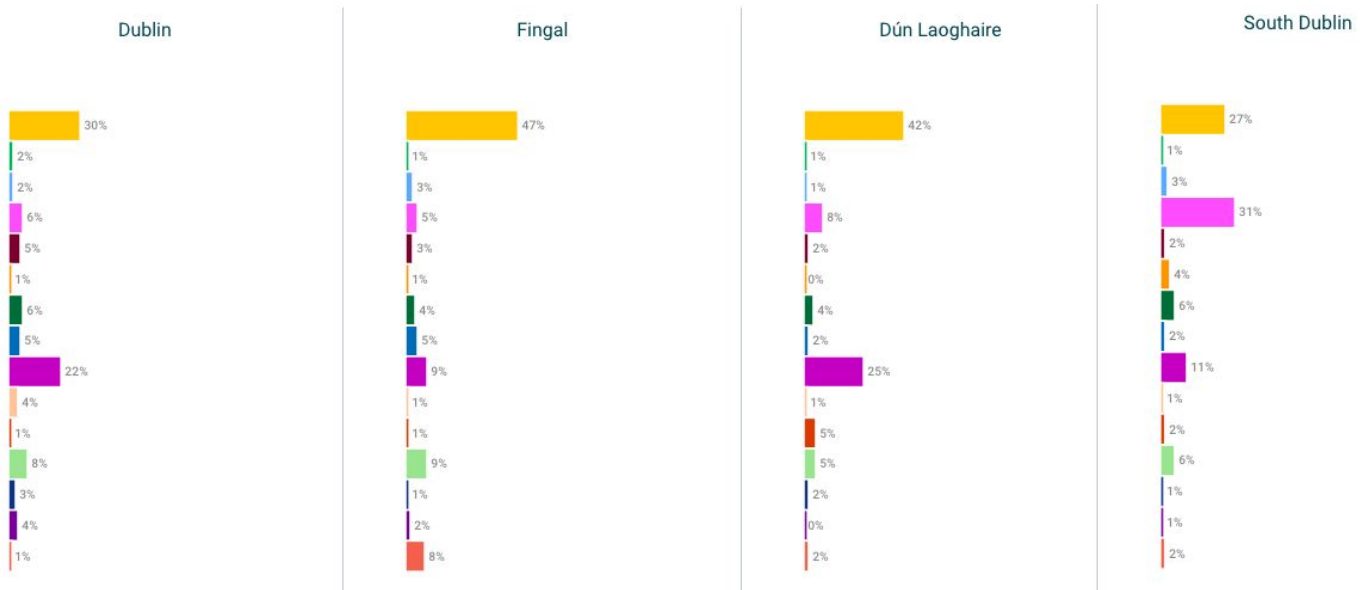
How do the priority areas differ by region?

The Dublin Beat establishes an ongoing, holistic indication of what citizens think about their city; for that purpose, thousands of online opinions each month are structured into 15 categories.

This month, **Community & Culture** and **Mobility** topics were shown as common interest for citizens in the Dublin region. **Environment**, **Safety** and **Utilities** were also amongst the most discussed topics.

- Community & Culture
- Economic development
- Education
- Environment
- Governance
- Health
- Housing
- Infrastructure
- Mobility
- Poverty, homelessness
- Public spaces
- Safety
- Social inclusion
- Tourism, hospitality
- Utilities

Discussion volume across Greater Dublin Area



Dublin

The debate around the need to preserve arts and culture spaces triggered by the closure of some emblematic culture spaces in the city of Dublin made **Community & Culture** a hot topic in September.

Mobility also dominated the civic conversation around poor traffic conditions and the need of restricted or car-free roads to improve public transport reliability.

Fingal

Community & Culture, was the most discussed topic in Fingal because of the launch of the new Community Environmental Action Fund, which opened for applications in September.

Safety and **Mobility** also became a priority in Fingal because of citizens complaints regarding pedestrian safety in Semple Woods area and cycle lanes maintenance.

Dún Laoghaire

In **Community & Culture**, the Culture Night event on the 20th of September and the beginning of the Public consultation in relation to the Dundrum Community, Cultural & Civic Action Plan were popular topics.

Citizens alerting about blocked cycle lanes dominated the civic conversations on **Mobility**. **Environment** was also a hot topic because of the Climate Strike on the 20th of September, where hundreds of citizens took part of it.

South Dublin

Environment was the highest priority during this month. The climate strike triggered a civic debate around climate change and environmental protection. Concerns about the loss of a parcel of wetland in Tallaght were among the most discussed topics.

Community & Culture also ranked high as a priority due to different charity events organised by the Tallaght University Hospital. Meanwhile, traffic congestion for Dublin commuters drew attention to **Mobility**.

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Topic priority comparison

The Priority Comparison Map displays the **top category for each area**, according to the level of priority. This is measured as the share of tweets corresponding to a category in each area.*

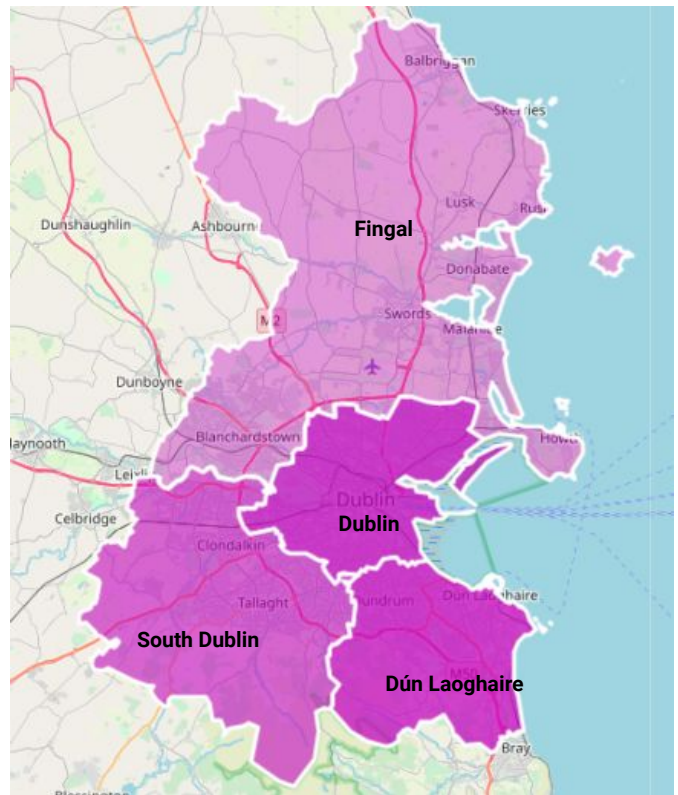


After **Community & Culture**, which was the most popular topic in all 4 regions, **Mobility** appears to be the second top priority in Dublin City, South Dublin and Dún Laoghaire. In September, in the wake of the European Mobility Week, the civic debate was centered on different policy measures to improve the public transportation system.

In Fingal, **Safety** was also an important topic, mainly due to citizens reporting unsafe conditions for pedestrians and cyclist in different streets.

Topic relative importance comparison

The Category Heat Map displays the **relative importance of one specific category across regions**. That is, the level of priority of a specific topic according to the share of tweets belonging to that specific category in every region.*



This map shows the level of priority on a specific topic. Regarding **Mobility**, we observe that the level of importance of this topic is relatively higher in Dublin City (25%) and Dún Laoghaire (25%) and less so in South Dublin (20%) and Fingal (12%). Citizens were very active commenting on traffic problems faced by commuters working in the city center.

**Methodological note: Percentages differ from figures displayed in the previous page due to sample differences. Tweets taken into account to build the maps refer to those with geolocation available.*

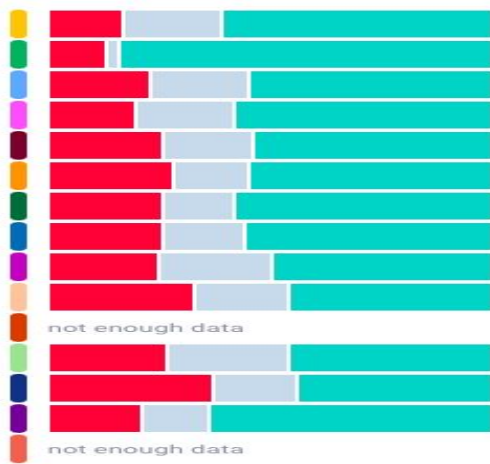
How is public sentiment evolving?

Each month, citizens express their sentiment regarding different topics in their cities. Citibeats AI structures their opinions based on positive, neutral or negative sentiment.

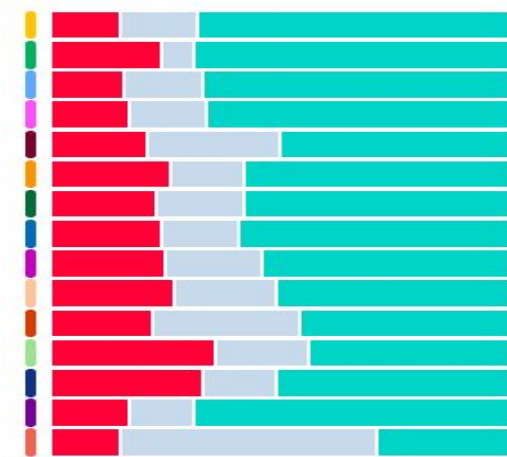
This month, the most significant positive sentiments were around and **Tourism & Hospitality** and **Economic Development** and the most significant negative sentiments were around **Safety** and **Social Inclusion**.

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- Utilities

Dublin - August 2019



Dublin - September 2019



+ Most positive

Tourism & Hospitality

Citizens and tourists expressed positive thoughts about the wide and varied range of museums and cultural sights Dublin has to offer both to local and international tourists.

- Most negative

Security

In the wake of the Digital Summit where the Taoiseach Leo Varadkar expressed Government's commitment to establish an Online Safety Commissioner, most negative comments were tied to the need of discussing and developing measures for online safety to cover all areas such as, government, critical services, businesses and individuals.

↗ Rising positive

Education

Education has experienced the highest increase in positive sentiment since August. The opening of several scholarships for higher education programmes and research have contributed to generate a positive sentiment around this topic.

↘ Rising negative

Safety

The rising discontent around safety matters looks related to road safety. Several citizens are reporting about unsafe crossings or streets for pedestrians and bikers and calling for action.

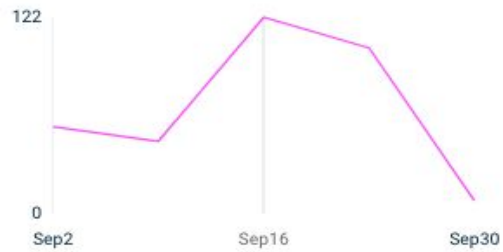
Key moments

Tourism & Hospitality in Dublin



1-16 September Citizens debating on the trade-off between enhancing tourism and business and the loss of cultural and local spaces due to the construction of hotels and offices.

Environment in Dublin



16 - 23 September The Climate Strike also stimulated the debate around climate change in the city of Dublin. Citizens were discussing different environmental measures proposed by the Irish Government.

Mobility in Dublin



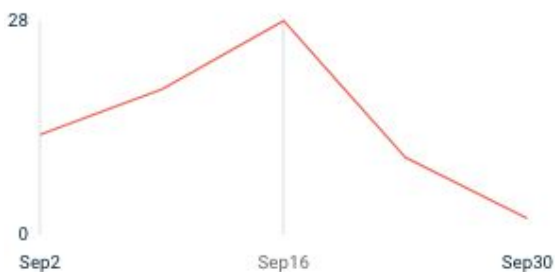
16 - 23 September As part of the European Mobility Week, College Green and Dame Street were closed to motorised traffic. This triggered the debate on public interventions to reduce traffic and improve mobility in the city.

Safety in Dún Laoghaire



2 - 16 September Citizens have been expressing security concerns regarding the traffic management system on Old Connaught Avenue. Also, simultaneous red and green lights at a newly constructed cycle entrance is causing confusion among cyclists and is perceived as a potential accident area.

Utilities in Fingal



16 - 23 September Due to an overflow resulting from a power outage at Rush Road Pumping Station in Skerries, Fingal County Council advised against swimming at Skerries South Strand. Citizens were commenting on the quality of the water and demanding more detailed information.

Environment in South Dublin



16 - 23 of September a global Climate Strike took place on the 20th of September across several cities, and citizens in South Dublin were very active discussing the need for environmental policies.