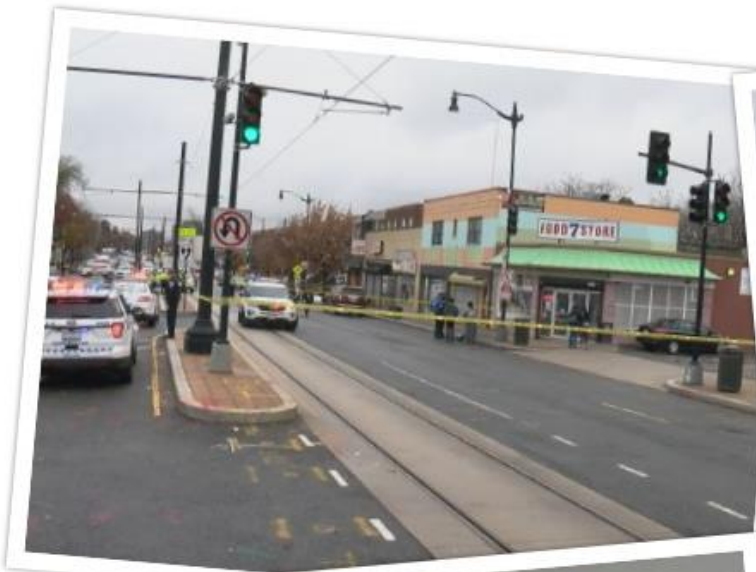


Capability Demo: D.C. Public Schools



Public Bulletin No. 2018-BOM-112618 Ref. CCN: 18-200-839

HOMICIDE VICTIM

Up to
\$25,000 Reward

The information leading to the arrest and conviction of the perpetrator is eligible. Learn more about the WFO Rewards Program at pshd.dc.gov/rewards



VICTIM	Randall Francis
LOCATION	1800 block of Benning Road, NE
DATE	Monday, November 26, 2018
TIME	1:49 PM
CONTACT	Detective Brian Brador (202) 497-4365 cell Detective Stephanie Garner (202) 422-4066 cell



Overview

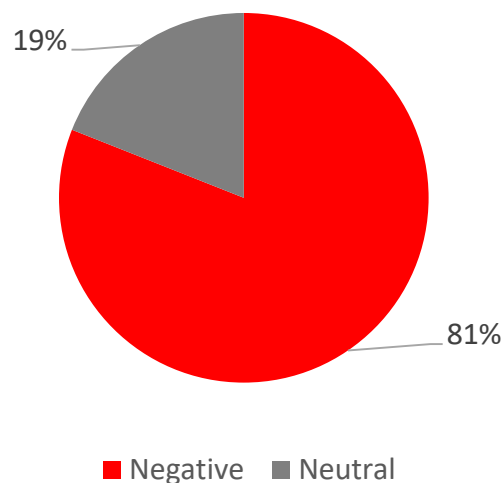
District of Columbia Public School (DCPS) students and their parents face one of the most challenging school safety environments in the country. Despite efforts by D.C. Mayor Bowser (e.g. \$8.2M afterschool grants to keep children safe and “Violence Interrupters” program), violence and homicides against students [continue](#) to rise. In order to obtain a greater understanding of these events, ENODO’s analysts measured public sentiment in the aftermath of the murder of Randall Francis and applied a multi-layered approach to uncover broader insights into public sentiment and perceptions related to school violence in DCPS.

Findings: Sentiment Analysis

Sentiment Analysis measured public sentiment associated with the November 26, 2018 [murder](#) of Randall Francis on the 1800 block of Benning Rd NE, just six blocks from Eastern High School where he was a valedictorian graduate in 2016.

- The incident garnered significant negative public sentiment (81%)
 - 69% of the negative sentiment stemmed from concerns about the proximity of the murder to Eastern High School
 - 31% of the negative sentiment was tied to frustrations about the lack of initiatives to improve school safety east of the Anacostia (e.g. eastern parts of Ward 6, and all of Ward 7 and Ward 8)
- Neutral sentiment (19%) was predominantly comprised of online requests to D.C. Police and the D.C. Mayor’s Office for more information about the murder
- Nearly 90% of discussions used visual social media platforms (e.g. Instagram, Snapchat, and YouTube), which included pictures and short videos showing the neighborhood around Eastern High and Benning Rd NE

Public Sentiment on Randall Francis murder

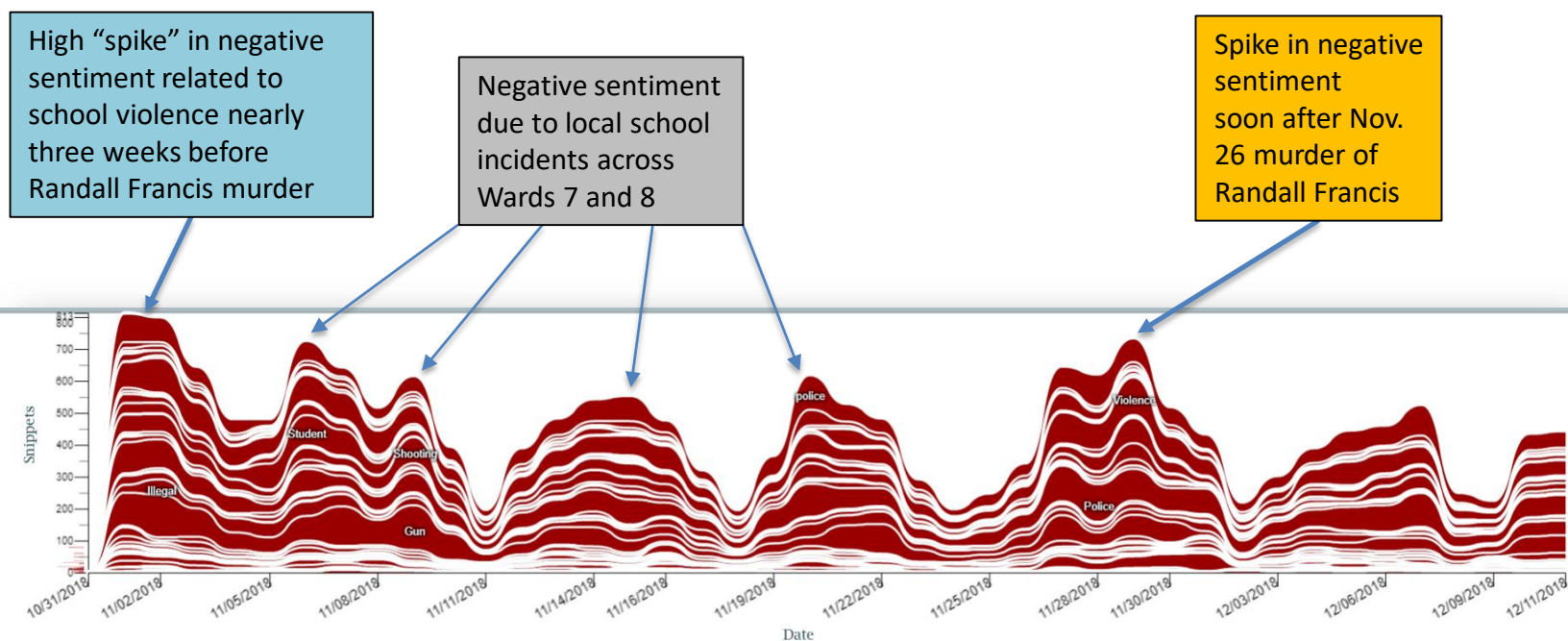


“Kids are in school every day feeling unsafe, bullying, discrimination based on sexuality and gender, fear of deportation, fear of making one wrong move. Spend a week in a DC public school. You'll see.” @happymastiff13 ([Tweet](#))

Findings: Sentiment Over Time

Sentiment Analysis was conducted on online conversations about school violence that occurred both before and after the murder of Mr. Francis in order to gain deeper insights into public sentiment and perceptions of school violence:

- In the three weeks leading up to the Nov. 26 murder of Mr. Francis, numerous incidents and discussions about DCPS violence emerged from Wards 6, 7, and 8
 - Discussions with the highest percentage of negative sentiment featured the terms “bullying”, “bomb threat”, and “illegal guns”
 - Negative sentiment of school violence discussions with the terms bullying, bomb threat, and illegal guns were 79.8%, 77.5%, and 71.5%, respectively
 - On Nov. 19, 2018 numerous schools in Ward 7 and 8 reported simultaneous bomb [threats](#) by students
 - Communities in Ward 8 are still wary of the May 16, 2018 [incident](#) when 15-year old Ballou High School student Jaylyn Wheeler was shot by another young Ballou student allegedly due to bullying



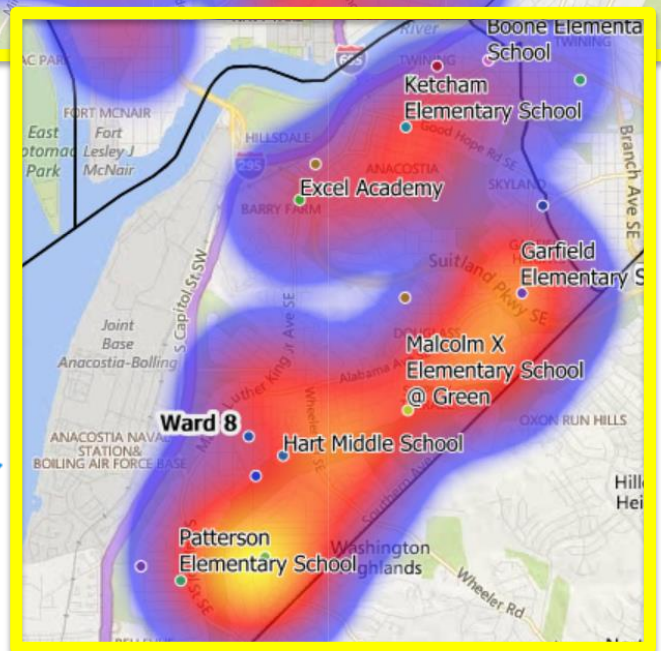
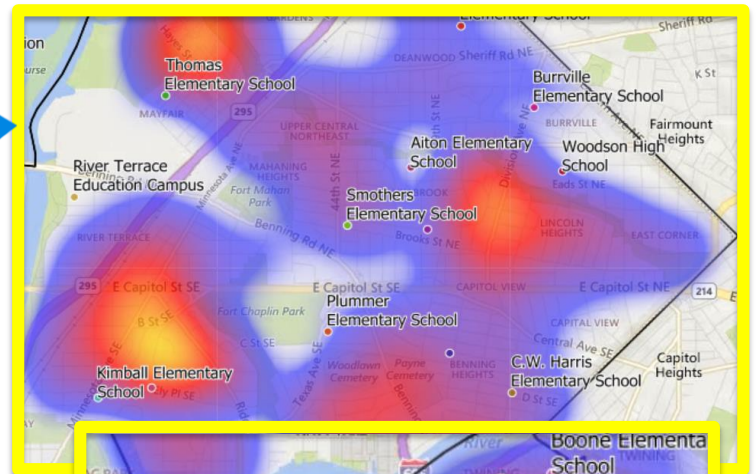
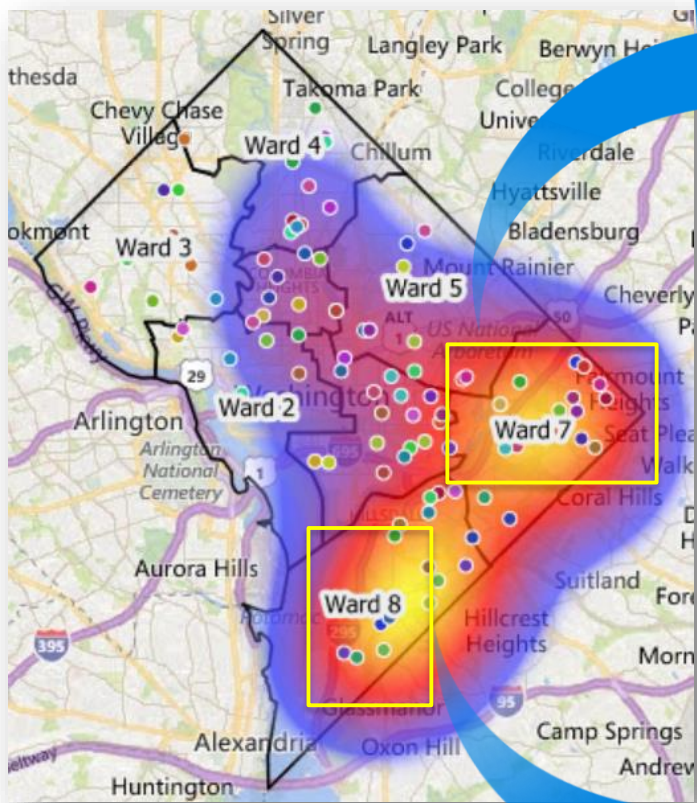
Sentiment in Washington D.C. before and after the murder of Randall Francis

“I am a DC native and live in Ward 7. Students deserve to learn in safe schools free from harassment and dating violence.” LaYota ([Tweet](#))

Findings: Heatmap Analysis

Online discussions that used the term with the most negative sentiment (“bullying”) were overlaid on a map delineated by Ward and DCPS locations (colored for each school type)

- Heatmap analysis represents individual values across a gradient of colors (i.e. brighter colors indicates more data points)
 - For this analysis, the heatmap revealed a higher density of bullying-related discussions in Wards 7 and 8
 - Closer examination uncovered a prevalence of bullying reported in elementary schools
 - This supports a recent [study](#) that found 90% of elementary schools kids nationwide are bullied
 - D.C. Second grader Ammar Van Dorn’s anti-bullying [campaign](#) was featured in 68% of the discussions



Heat map of social media discussions among D.C. Public Schools with the term “bullying” during the reporting period

“If lack of public safety, discrepancies in DC public and charter schools & gentrification without affordable housing is a problem, you’re from DC”

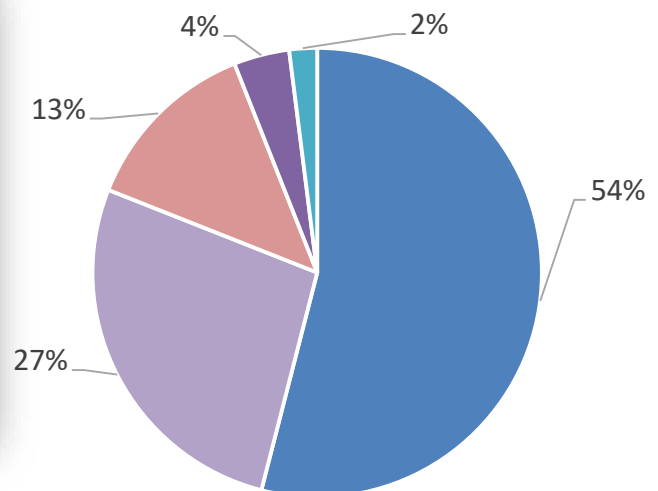
Saved. ([Tweet](#))

Findings: Topic Modeling

Topic Modeling was conducted to identify key issues that shaped public perceptions of school violence. Four (4) topics on school violence in DCPS emerged from the analysis:

- **Bullying:** A majority (54%) of online discussions related to school violence involved concerns associated with bullying
 - 72% of these discussions emerged from Elementary and Middle Schools
- **Dating Violence:** 27% of discussions were related to harassment and violence during dating
 - 89% of dating violence discussions occurred among High School students
 - 78% of those discussions used Instagram with short video clips
- **Bomb Threats:** A significant proportion (13%) of online discussions indicate concern over the rise of fake bomb threats in Ward 7
- **Illegal guns:** A small but growing number of discussions (4%) point to the flow of illegally obtained firearms and guns from the streets into schools

School violence topics in D.C. Public Schools discussed online



■ Bullying ■ Dating Violence
■ Bomb Threats ■ Illegal Guns
■ Other



A D.C. Public School grandparent reacting to the news of 9-year old committing suicide in Alabama due to bullying ([Facebook](#))

“@RobertWhite_DC, pass the School Safety Omnibus Act to ensure that schools have the training and resources to support young survivors of dating violence in schools.” *Leanna* ([Tweet](#))

Findings: Key Influencers

Online influencers on school violence-related topics vary from police departments to TV news journalists. ENODO’s analysts identified the top three (3) influencers currently shaping public opinions, which were classified based on their social media reach (i.e. number of online users engaged).

Influence Rank [1= Highest, 5= Lowest]	Influencer	Online platform	Link to Online Profile
1	DC Police Department	Twitter	@DCPoliceDept
2	ABC7 News	Twitter	@ABC7
3	Michael Quander	Twitter	@MikeQReports

Findings: Impact of Key Influencers

Online influencers were further analyzed to uncover the extent of their influence on conversations about specific topics related to school violence.

Influence Rank [1= Highest, 5= Lowest]	Influencer	Topics Influenced	Impact Score [0 = Low Impact, 1 = High Impact]
1	DC Police Department	Illegal Guns, Bullying, Dating Violence, Bomb Threats	0.91
2	ABC7 News	Bullying, Illegal Guns	0.71
3	Michael Quander	Bullying	0.43

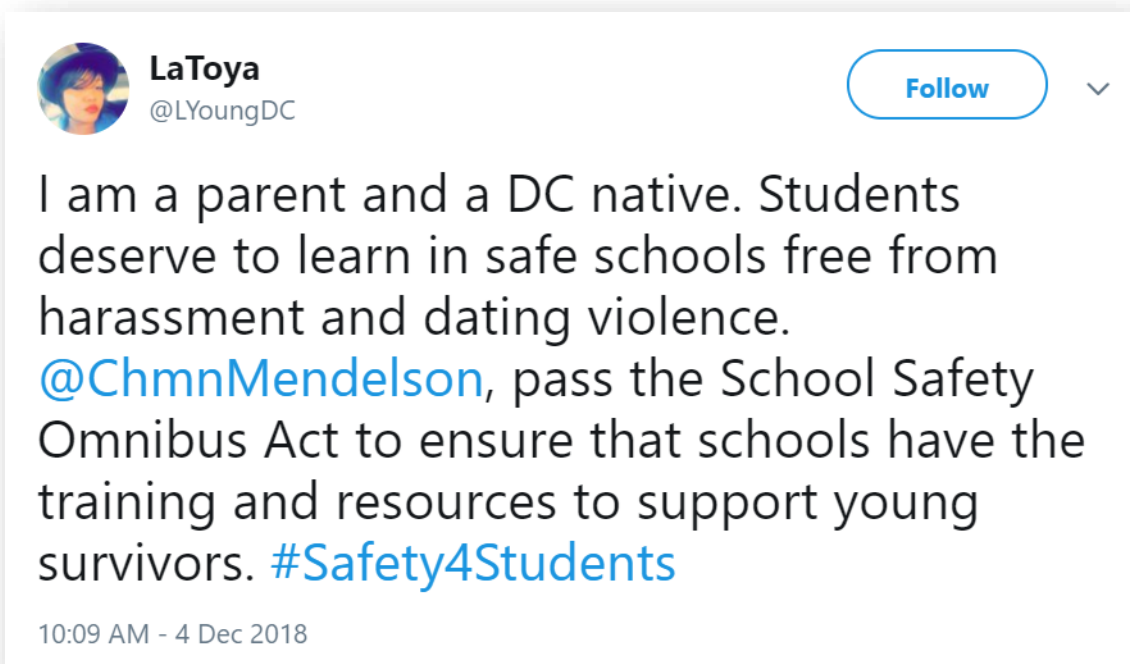
“DC must take every practicable step to prevent the sexual abuse, harassment & assault of ALL CHILDREN in ALL SCHOOLS. Anything less is unacceptable. #Safety4Students” *Aubrey Edwards-Luce* ([Tweet](#))

Recommendations

- Implement ENODO’s [School Violence Mitigation Program](#) to identify the Social Risk factors driving school violence within DCPS
- Immediately address existing school violence topics (e.g., bullying, dating violence, bomb threats, and illegal guns) in high-risk areas (e.g., Wards 7 and 8)
 - Leverage data collection and monitoring services to design programs that proactively mitigate violence
 - Continuously monitor school violence incidents regardless of their size and scope to provide proactive threat deterrence
- Create a strategic messaging campaign to inform stakeholders of programs and resources to shape school culture and prevent violence
 - Coordinate activities among key stakeholders (e.g., administrators, teachers, safety officers, parents, and most importantly students)

Data Analytics

ENODO collected and analyzed 75,902 Twitter posts, 51,301 Facebook posts, 38,420 Instagram posts, 12,759 YouTube comments, 8,199 news websites, and 4,008 blogs to measure public perceptions of school violence in Washington D.C.





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