

A Look at I/ITSEC 2019 on Twitter

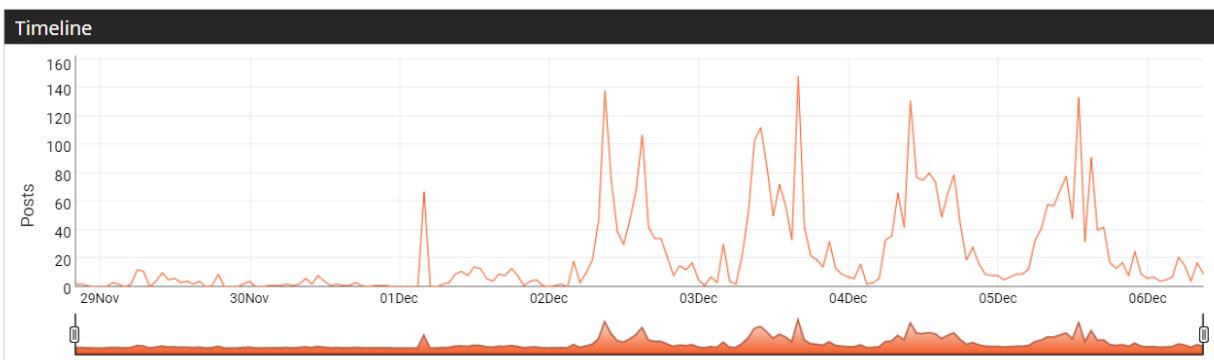
The Interservice/Industry Training, Simulation and Education Conference ([I/ITSEC](#)) is the world's largest modeling, simulation, and training conference. I/ITSEC, organized by the National Training and Simulation Association (NTSA), consists of peer-reviewed paper presentations, tutorials, special events, professional workshops, a commercial exhibit hall, a serious games competition, and STEM events for teachers and secondary students.

I/ITSEC 2019 revolved around the theme of winning the war of cognition by pushing readiness and lethality boundaries. There were approximately 17,400 registrants, including international registrants from 56 countries.

Using Scraawl SocL (www.scaawl.com), we collected 3,967 tweets mentioning #iitsec or #iitsec2019 from 29 November through 6 December 2019 to capture the entire conversation during the event.

The timeline of activity clearly mirrors the rise and fall of event participation:

Day	Activities	Number of Tweets collected
Day 1 Monday, December 2	Tutorials, Congressional session, and exhibit floor opens	788
Day 2 Tuesday, December 3	Opening ceremonies, exhibit floor open, special events, and paper sessions	936
Day 3 Wednesday, December 4	Exhibit floor open, special events, and paper sessions	972
Day 4 Thursday, December 5	Exhibit floor open, special events, paper sessions, and the awards banquet	861



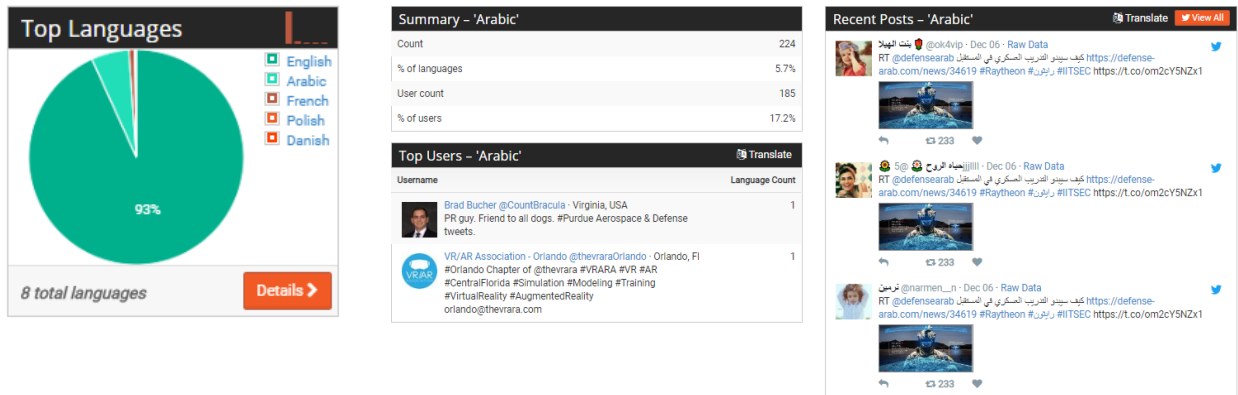
Using Scraawl SocL's location map, we were able to visualize the global participation. We analyzed the geo-profiled posts to see the home locations of those tweeting about I/ITSEC.



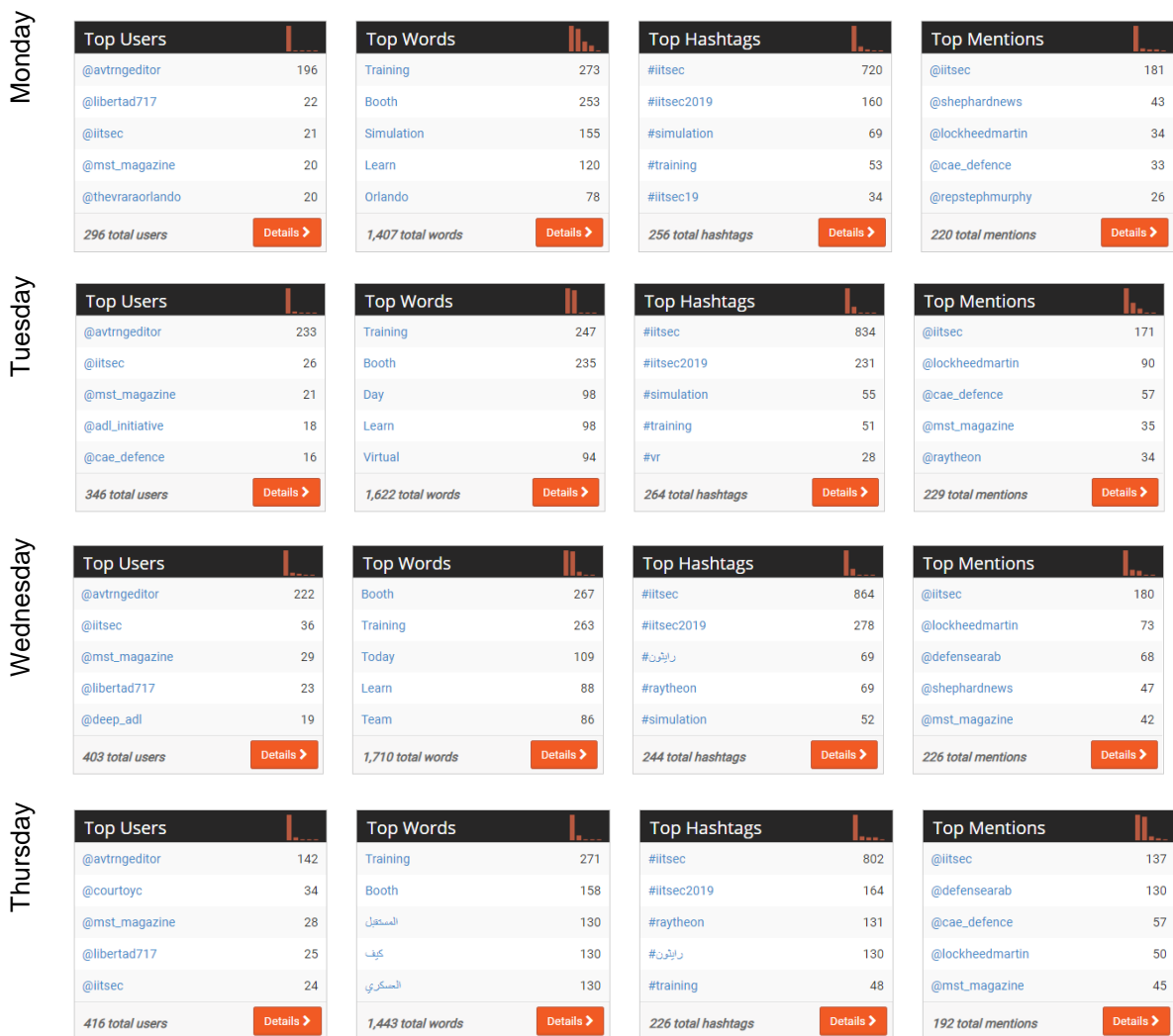
In addition to studying the global impact of I/ITSEC, we also evaluated the Basic Statistics for all of the data we collected. Scraawl SocL's Basic Statistics provide a summary of top users, top words, top hashtags, top mentions, top URLs, top retweets, and top languages.



The top language after English (93%) was Arabic (coming in at 5%). This is a big change from 2018, where 99% of posts were in English. The spike in Arabic posts was due to the popularity of a post by Defense Arab (@defensearab), a site about industry and military affairs for the Arab community, which was retweeted 223 times.



I/IITSEC has an expansive scope in both topic depth and breadth, so it's easier to look at the data in segments to better understand the day-to-day changes in the Twitter conversations.



The top user rankings shift from day to day, but we see a clear popularity of media entities like Rick Adams (@avtrngeditor), Punto (@libertad717), and MS&T Magazine (@mst_magazine). The defense contractor CAE (@cae_defence) made the top 5 on Tuesday. By the last day, I/ITSEC attendee Christophe Courtoy (@courtoyc) cut through the news and marketing chatter to become a top user.

The top words and top hashtags remain relatively constant throughout the week, clearly showing that I/ITSEC conversations on social media are in line with the conference themes of training, simulation, learning, and technology.

The top mentions overall and day-by-day (behind @iitsec) included Lockheed Martin (@lockheedmartin) and CAE (@caedefense). On the third day, Defense Arab (@defensearab) stepped into the spotlight. Defense Arab’s post, which linked back to their article about what military training will look like in the future, was also the number one in the top retweets for the whole week.

Top Retweets	
RT @defensearab يفتي في المستقبل...	223
RT @LockheedMartin Interes...	43
RT @LockheedMartin Our F-3...	30
RT @LockheedMartin Video g...	29
RT @marcusanz What will yo...	26

I/ITSEC Imagery

People say that a picture is worth a thousand words – maybe that’s why so many people include images to supplement their brief tweets. The Media Gallery in Scraawl SocL’s Advanced Analytics provides a visual summary of the trends at I/ITSEC.

Monday’s top image was an image of Lockheed Martin’s (@lockheedmartin) maintenance training simulation system.

Tuesday's top image was another Lockheed Martin (@lockheedmartin) image of one of their virtual reality technologies.



Jean-Francois Estager @festager · Dec 03 · Raw Data
RT @LockheedMartin Interested in working with virtual, augmented and mixed realities to help train the warfighters of tomorrow? Apply now: <https://t.co/O3mo0GsToh>
#IITSEC <https://t.co/rvYRdXfymL>

Wednesday and Thursday's top image Defense Arab's (@defensearab) futuristic military training system. It was also the most shared image throughout the entire week, appearing in 224 posts.



بنت الهيللا @ok4vip · Dec 06 · Raw Data
RT @defensearab كيف سينبدو التدريب العسكري في المستقبل <https://defense-arab.com/news/34619> #Raytheon #Raytheon #IITSEC <https://t.co/om2cY5NZx1>

Using Scraawl SocL's translate feature, we translated the post from Arabic to English, which links back to an article they wrote about what military training will look like in the future.

بنت الهيللا @ok4vip · Dec 06 · Raw Data
RT @defensearab What will military training look like in the future <https://defense-arab.com/news/34619> #Raytheon #Raytheon #IITSEC <https://t.co/om2cY5NZx1>

Top influential users at I/ITSEC

When analyzing social media conversations, it is important to not only consider the number of tweets a user has posted (as reflected in the top user list) but also the user's connections to other users and hashtags through mentions and retweets. Together these factors impact the user's influence in the overall conversation. Throughout the four days, CAE (@cae_defense) and Lockheed Martin (@lockheedmartin) stayed on the top influential users list. Lockheed Martin (@lockheedmartin) remained in first or second place for all of I/ITSEC. Defense Arab (@defensearab) became more influential on the third and fourth days as a result of their top retweeted post.

Monday

User	Score
@iitsec	21.9
@lockheedmartin	12.7
@raytheon	6.2
@repstephmurphy	5.3
@cae_defence	4.4
@usairforce	3.3
@marcusanz	3.2
@shephardnews	3.1
@insightent	3
@modesttree	2.8

Tuesday

User	Score
@lockheedmartin	33.2
@iitsec	16.4
@raytheon	8.3
@marcusanz	5.6
@cae_defence	4.3
@bisimulations	3.6
@adl_initiative	3.6
@shephardnews	3.4
@hololens	3.2
@jbmcculloch	3.1

Wednesday

User	Score
@lockheedmartin	25.3
@defensearab	16.4
@iitsec	11.4
@raytheon	6.7
@shephardnews	4.2
@valerieinsinna	3.9
@marcusanz	2.3
@ndiatoday	2.3
@northropgrumman	2.2
@cae_defence	2.2

Thursday

User	Score
@defensearab	30.6
@lockheedmartin	13.1
@iitsec	10.7
@raytheon	7.6
@sikorsky	4.7
@shephardnews	2.9
@marcusanz	2.7
@marcosantana	2.6
@cae_defence	2.6
@hololens	2.5

Hot Topics at I/ITSEC

Scraawl SocL's Topic Modeling analytic uses a probabilistic model to discover patterns of word use within and across tweets, and then uses this to infer abstract concepts of discussion.

Day Topics

Monday

#	Top Words in Topic	Details
1	booth technology walk pilots phil making benefits series ultraso talk education cae head	Details >
2	environment immersive mission training booth #simulation simulation forces simulations realistic train persistent branches	Details >
3	#iitsec military training vr booth offers cyber performance ilor news tdcs improve	Details >
4	training network booth officially welcomed global adl initiative expand access feet international great	Details >

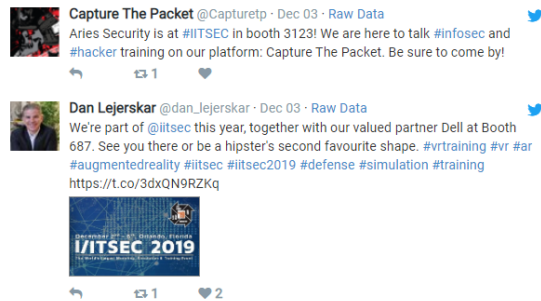
CAE's booth was a prominent topic on Monday. The booth featured a demo of a pilot training technology that attracted significant interest.



Tuesday

#	Top Words in Topic	Details
1	booth itsec #simulation dell head packet year hipster talk capture aries virtual	Details >
2	meet systems aircraft attendees #iitsec army #gts news latest team stuff write	Details >
3	training soldiers canine #itsec showcasing combat dog hero industry	Details >
4	day simulation demos tomorrow live great check level today brings security experience stopped	Details >
5	cae day booth training learn reception customers train virtual itsec provide erway	Details >

Broad discussion of innovative training solutions being displayed at I/ITSEC booths was the primary topic for Tuesday.



Wednesday

#	Top Words in Topic	Details
1	simulation booth showcase itsec missed exclusive military domain visit training challenges program great	Details >
2	learning check التدريب العسكري سبيلو المستقبل كيف training booth latest highlights	Details >
3	booth join cyber training studio vortex box demo week talk battlespace adversaries range	Details >
4	training today hypoxia virtual systems solutions environment transforming booth foation developed years	Details >

VATC, a technology and consulting company who develops software for military and civil training exercises, was a leading topic for Wednesday.



Thursday

The screenshot shows a 'Topics Overview' dashboard with a 'Translate' button. It lists the top words in a topic, ranked 1 through 5. Each entry includes a rank, a word in Arabic, its English translation, and a 'Details' link.

#	Top Words in Topic	Details
1	سبيدو العسكري #raytheon كيف التدريب المستقبل training booth orlando simulation #o98	Details >
2	orlando simulation itsec amazing games bos absolutely development leaps #itsecbanquet	Details >
3	training #iitsec week solutions global security defence vp olivier marc discussion sabourin education	Details >
4	#iitsec industry president #nawctsd year workforce adding grow working jobs story cheros	Details >
5	today #digitaltwin demos booth multi learn room technology live domain scalable latest jeff presented	Details >

Defense Arab's post about futuristic military training was the hottest topic on Thursday.

The screenshot shows a 'Top Posts in Topic' dashboard with a 'Translate' button and a 'View All' button. It displays two tweets. The top tweet is from user '89@فانارعة' (89@fanaraa) and is a retweet of a post from @defensearab. The tweet text is in Arabic and mentions 'كيف سبيدو التدريب العسكري في المستقبل' (How futuristic military training will be). It includes a link to a news article and hashtags #Raytheon, #IITSEC, and #o98. The tweet has 233 retweets and a heart icon.

Analysis of the conversations on Twitter helped us to not only understand WHAT people were talking about at I/ITSEC, but also WHO was talking and having the greatest influence on the rest of the community.

Use Scraawl SocL's powerful analytics to analyze your organization's presence and influence on social media, study larger conversations around a particular topic, and more! Contact us (contact@scraawl.com) for a free trial.