

# Prevent Mass Shootings with AI-Powered Social Media Monitoring

Would-be mass shooters often announce their intentions online. These public announcements are chilling, but they provide a path to ending the carnage.

Before murdering 10 Black people at a Tops Friendly supermarket in Buffalo, N.Y., the white supremacist shooter announced his plans online in his Discord journal.<sup>1</sup> He credited the hate speech of 4Chan for motivating the 2022 attack. Before killing 23 people at a Texas Walmart in 2019, the murderer declared his intentions in a manifesto posted to social media.<sup>2</sup>

Since 2015, more than 19,000 Americans have been wounded or killed in mass shootings. More than 600 were killed and 2,700 wounded in 2022 alone.<sup>3</sup> Would-be shooters often announce their intentions online.<sup>4</sup> These public announcements are chilling, but they provide a path to ending the carnage.

## AI-powered social media monitoring helps stop mass shootings

Babel Street Insights is an AI-powered data analytics platform that can help prevent mass shootings through examination of publicly available information such as social media posts, forum comments appearing on the

deep and dark web, and more. When law enforcement officials spot threatening posts, they can take appropriate action to stop would-be mass shooters — potentially averting catastrophe.

This capability is not theoretical. In early 2023, a Babel Street client spotted an online post in which the writer threatened a mass shooting — even naming the individuals he planned to target. Using pivotal information generated by the Babel Street Insights platform, law enforcement officials tracked down the would-be murderer. The man, who had access to firearms and hand grenades, was arrested before he could put his plan into action. Similar Babel Street Insights capabilities helped European law enforcement spot and monitor a man whose posts indicated he planned to shoot up a family planning center.

The Babel Street Insights platform rapidly and persistently scans dozens of social media platforms; real time interactions generated on millions of message boards; online comments; and other publicly available and commercially available information to identify key words and terms associated with threats of mass

19,000+

Number of people in the United States killed or wounded by mass shooters since 2015

600+

Number of people murdered in United States mass shootings in 2022

2,700+

Number of people injured during mass shooting in 2022

shooting — and to alert law enforcement officials and others of those threats. Babel Street Insights can then be used by law enforcement to gain a more precise understanding of the person behind the online user name. Advertising technology-based geolocation and telemetry data is also available to qualifying government organizations.

Babel Street Insights empowers law enforcement officials to gain deeper insight into the people behind online threats — providing powerful investigative assistance to front-line professionals working to keep our communities safe.

## What is persistent search?

Persistent search is a technology that keeps a search operation open whether someone is using it or not, recording updates and changes, then automatically appending this information to the search term.

## Get immediate insights to drive impactful results

With Babel Street, the world's most trusted brands dramatically improve speed to insight and drive measurable results. The rate and volume of PAI data is massive and growing exponentially larger every single day. Here are some of the ways Babel Street provides the most extensive, relevant reach to empower our customers to stay ahead of the pace of data and drive mission-critical success:



233%

Increase in average identifiers per entity (from 3 to 10+)



270+

Entity investigations processed per day (up from 5)



80%

Decrease in costs for a single-entity discovery



20s

For a single-entity discovery (down from 90 minutes)

<sup>1</sup> Suci, Peter, "Social Media Increasingly Linked to Mass Shootings," Forbes.com, May 2022, <https://www.forbes.com/sites/petersuci/2022/05/25/social-media-increasingly-linked-with-mass-shootings/?sh=45b045aa3c73>

<sup>2</sup> Lee, Morgan and Weber, Paul J., "The Texas Shooter in a Racist Walmart Attack is Going to Prison: Here's What You Need to Know About the Case," Associated Press, July 2023, <https://apnews.com/article/el-paso-walmart-texas-crusius-bf7d25f3567959ee8b121deabcf1d9a1>

<sup>3</sup> Everytown for Gun Safety, "Mass Shooting in the United States," accessed July 2023, <https://everytownresearch.org/mass-shootings-in-america/#:~:text=Since%202015%2C%20over%2019%2C000%20people,mass%20shooting%20incidents%20in%202021>

<sup>4</sup> Peterson, J., Densley, J., Spaulding, J., & Higgins, S., "How Mass Public Shooters Use Social Media: Exploring Themes and Future Direction," Social Media + Society, accessed July 2023, <https://doi.org/10.1177/20563051231155101>

Babel Street is the trusted technology partner for the world's most advanced identity intelligence and risk operations. The Babel Street Insights platform delivers advanced AI and data analytics solutions to close the Risk-Confidence Gap.

Babel Street provides unmatched, analysis-ready data regardless of language, proactive risk identification, 360-degree insights, high-speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high-stakes identity and risk operations into a strategic advantage.

Learn more at [babelstreet.com](https://babelstreet.com).