



blogworks

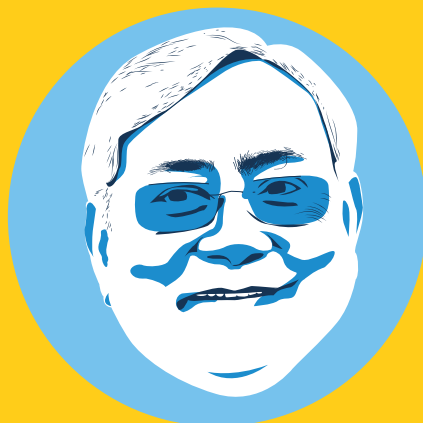
most
mentioned

political leaders

august 2013

#indiasmostmentioned

As the countdown to the general elections begins, social media conversations around possible candidates for the top job and other political leaders have gathered momentum . Blogworks Most Mentioned Political Leaders Index is a monthly barometer of public mood and conversations about the top political leaders on social media in India.





Background

The 5th edition of 'Blogworks India's Most Mentioned Political Leaders' analyses online mentions of the top 20 political leaders being talked about, during August 2013 in comparison to July 2013. Out of the top 20, we identified seven leaders basis their share of mentions in online conversations and basis their names being compared for the top job amongst stakeholders online. We have undertaken a further analysis on public sentiment and key conversation drivers.

We will be bringing to you monthly updates up to the elections.

executive summary

Overall buzz

- Buzz for Narendra Modi decreased by 19% in August 2013 as compared to July 2013
- While overall mentions declined by 7% in August when compared to July, Raj Thackeray, Arun Jaitley, Akhilesh Yadav, Sonia Gandhi, Manmohan Singh, Sushma Swaraj, Omar Abdullah and J. Jayalalithaa witnessed a jump in their mentions.
- Mentions for Raj Thackeray and Arun Jaitley saw the highest jump - by 394% and 293% respectively
- Mentions for Rahul Gandhi declined by 2% in August 2013.
- Mentions for Arvind Kejriwal and Nitish Kumar declined by 18% and 50% respectively in August 2013.

Themes & SENTIMENT

Narendra Modi: People talked about actions taken by Narendra Modi in the past like ensuring safe return of Haj pilgrims to Gujarat in 2002 and protecting Muslims held up in Noorani mosque, among others, which contributed to positive sentiment for him under 'Caste & religion'.

The Gujarat state government's expensive legal battle against the appointment of Justice R A Mehta as Lokayukta led to speculation around Modi's reluctance to Justice Mehta's appointment, and this contributed to negative sentiment for him under 'Corruption'.

Rahul Gandhi: Rahul Gandhi's statement about giving better education and opportunity to Dalits and other weaker sections of society was received well by people and contributed to positive mentions under the theme 'Education'.

People termed the Food Security Bill a mechanism to revive Rahul Gandhi's political career. People also said that only 17% of the funds were utilised for development in Amethi. These two subjects contributed to the negative mentions for him under 'Development & economy'.

Themes & SENTIMENT

Sonia Gandhi: On one hand, Sonia Gandhi received positive mentions under 'Development & economy' for the Food Security Bill, as people praised her saying that it will provide food to every individual and used the hashtag #FoodForAll on Twitter.

Sonia Gandhi was also criticised for the Food Security Bill, with some people calling it a political ploy keeping in mind the upcoming elections. They called the Food Security Bill a burden on taxpayers and also expressed concerns around the Land Bill, both of which contributed to negative mentions for her under 'Development & economy'.

Manmohan Singh: People credited Manmohan Singh for the economic progress over past few years basis his economic liberalisation policy in 1991. They blamed Sonia Gandhi for the poor state of economy today. These contributed to positive mentions for him under 'Development & economy'.

People's adverse reactions to the missing files connected to the Coalgate Scam contributed to negative mentions for him under 'Corruption'.

Themes & SENTIMENT

Arvind Kejriwal: People spoke of him as the most vocal anti-corruption crusader who has exposed different scams in the government. He is also perceived as the brain behind the Jan Lokpal Bill. These contributed to the positive mentions for him under the theme 'Corruption.'

People questioned Arvind Kejriwal's silence on the matter of the non-appointment of Justice R A Mehta as Lokayukta. Some people were also of the opinion that by terming the Batla House encounter as fake and demanding an investigation into Ishrat Jahan's case, Arvind Kejriwal is lobbying for Muslim votes, and this contributed to negative mentions for him under 'Law, order & internal affairs'.

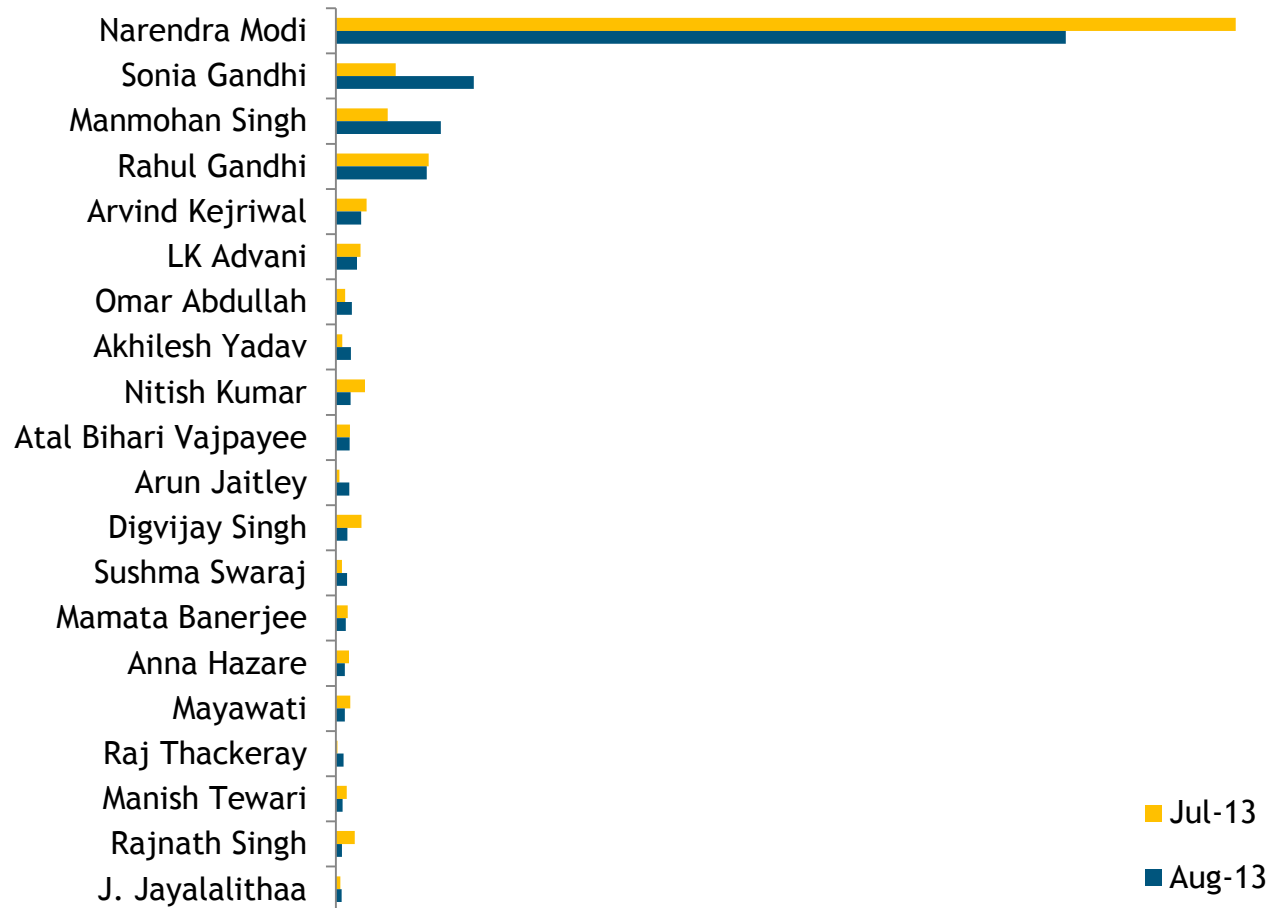
Nitish Kumar: People blamed Nitish Kumar for the Bihar Police's reluctance in booking Yasin Bhatkal, founder of the Indian Mujahideen. They were of the opinion that his non-action in the matter was due to his not wanting to lose the Muslim vote. This drew negative mentions under 'Caste & religion'.

His implementation of 50% reservation for women in panchayats in Bihar was seen as inclusive growth by people. This contributed to positive mentions under 'Law, order & internal affairs'.

Sushma Swaraj: Her statements in parliament on the Mumbai gang rape case, demanding death penalty for the accused were widely shared by people online and drove positive mentions for her under 'Law, order & internal affairs'.

Her statement emphasising the importance of border security over the Food Security Bill drew criticism from people under the theme 'Defence and foreign policy'

buzz and rank summary – AUG 2013 vs. JULY 2013



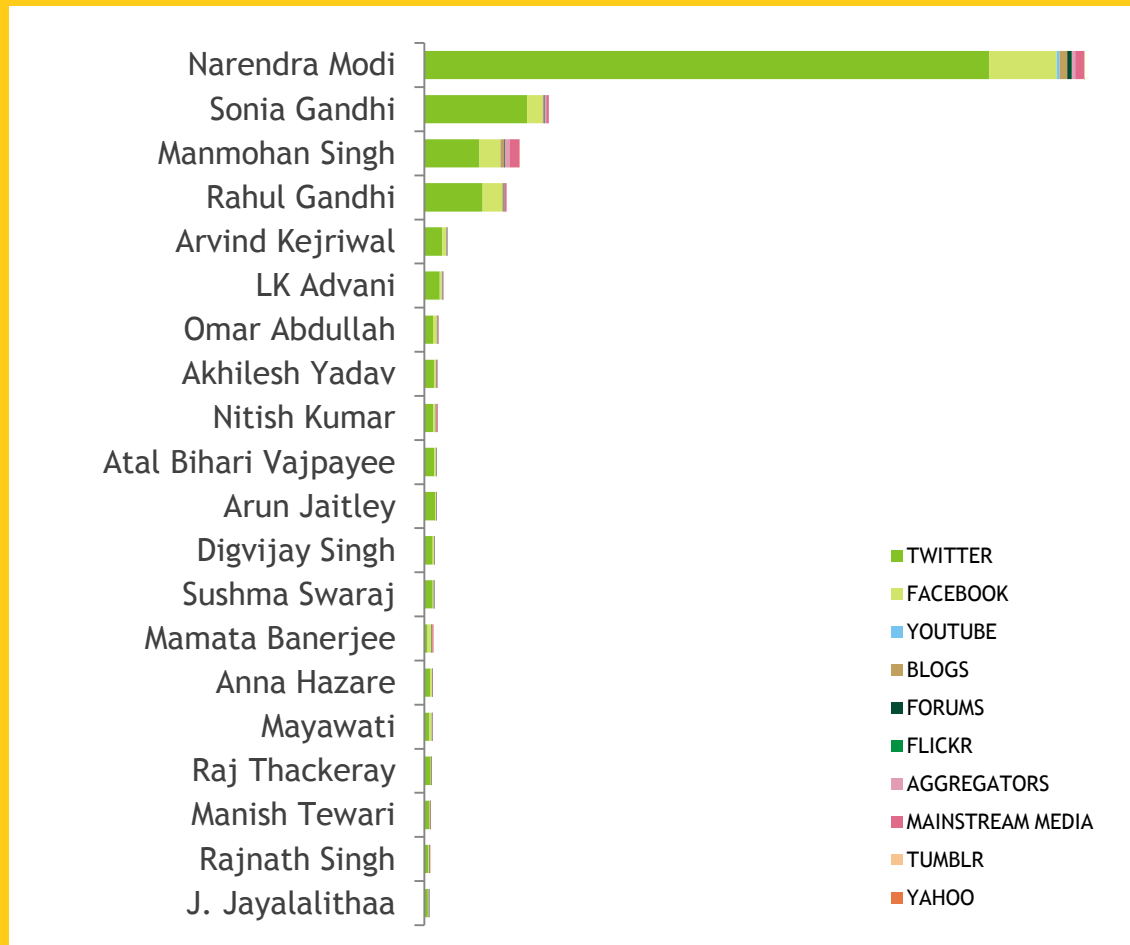
buzz and rank summary – AUGUST 2013 vs. JULY 2013

Raj Thackeray stating the influx of outsiders in Mumbai as the cause of gang rape of the photo journalist in an interview with Arnab Goswami on Times Now, led to a lot of reactions online. This caused him to jump to the 17th position in August from the 50th position in July.

Arun Jaitley speaking about the clashes in Kishtwar in Rajya Sabha and his detention at Jammu airport during his visit to Kishtwar drove online mentions as he moved up to the 11th position in August from the 31st position in July.

Rank		Political Leader	Buzz	
July	August		July	August
1	1	Narendra Modi	902,021	731,867
3	2	Sonia Gandhi	60,009	138,109
4	3	Manmohan Singh	51,827	105,319
2	4	Rahul Gandhi	93,134	91,007
5	5	Arvind Kejriwal	30,764	25,378
8	6	LK Advani	24,782	21,285
16	7	Omar Abdullah	9,281	15,944
22	8	Akhilesh Yadav	6,471	14,931
6	9	Nitish Kumar	29,305	14,693
11	10	Atal Bihari Vajpayee	13,961	13,869
31	11	Arun Jaitley	3,437	13,508
7	12	Digvijay Singh	25,724	11,522
23	13	Sushma Swaraj	5,981	11,271
13	14	Mamata Banerjee	11,786	9,810
12	15	Anna Hazare	13,217	9,000
10	16	Mayawati	14,498	8,985
50	17	Raj Thackeray	1,527	7,550
14	18	Manish Tewari	10,838	6,697
9	19	Rajnath Singh	18,873	6,141
28	20	J. Jayalalithaa	4,506	5,925

channels



Twitter continued to be the top channel in August 2013.

depth of engagement

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	731,867	86,549,277	106,287
Sonia Gandhi	138,109	49,739,014	29,713
Manmohan Singh	105,319	38,555,707	27,563
Rahul Gandhi	91,007	26,739,036	24,067
Arvind Kejriwal	25,378	12,919,851	6,280
LK Advani	21,285	17,747,213	7,364
Omar Abdullah	15,944	10,395,063	4,944
Akhilesh Yadav	14,931	11,423,877	5,461
Nitish Kumar	14,693	9,589,182	4,812
Atal Bihari Vajpayee	13,869	9,523,009	4,906
Arun Jaitley	13,508	13,496,323	5,148
Digvijay Singh	11,522	4,478,322	5,225
Sushma Swaraj	11,271	10,012,633	4,806
Mamata Banerjee	9,810	7,285,048	1,876
Anna Hazare	9,000	8,359,275	4,362
Mayawati	8,985	8,327,807	3,452
Raj Thackeray	7,550	6,968,262	4,075
Manish Tewari	6,697	11,486,424	3,252
Rajnath Singh	6,141	9,370,128	2,563
J. Jayalalithaa	5,925	6,890,430	1,648

While overall mentions for all political leaders declined by 7% in August when compared to July, Raj Thackeray, Arun Jaitley, Akhilesh Yadav, Sonia Gandhi, Manmohan Singh, Sushma Swaraj, Omar Abdullah and J. Jayalalithaa witnessed a jump in their mentions.

Mentions for Raj Thackeray and Arun Jaitley saw the highest jump - by 394% and 293% respectively.

Summary – themes and sentiment

Narendra Modi: Mentions for him under ‘Development & economy’ increased in August 2013 as compared to July. Several of his statements about development reaching every person in the country, controlling misgovernance, the Sujlam Suflam yojna, and the development project at Morbi, among others, contributed to mentions under the theme.








Mentions for Narendra Modi under the theme ‘Caste & religion’ have declined in August 2013 as compared to July 2013. It is also to be noted that the share of positive sentiment under ‘Caste & religion’ has also increased.

Mentions for Narendra Modi under Corruption increased in August; the share of negative sentiment under this theme also increased

Sonia Gandhi: Mentions for Sonia Gandhi under the theme 'Development & economy' saw a significant jump in August 2013 as compared to July, and so did the share of positive sentiment under the theme. Conversely, mentions for her under 'Law, order & internal affairs' decreased in August, but the share of negative sentiment increased under the theme.

Manmohan Singh: Mentions for Manmohan Singh under ‘Development & economy’ increased in August as compared to July. Conversations around the current state of the Indian economy with reference to him were the major cause of this jump. Further, the share of negative sentiment for him also increased under this theme.

themes

Political leader	Theme / Month																			
	Caste & religion		Development & economy		Corruption		Defence & foreign policy		Law & Order and internal affairs		Youth & employment		Women safety & security		Healthcare		Education		Science & technology	
 Narendra Modi	56,301	39,767	14,997	28,600	17,419	19,740	10,576	15,939	24,494	22,240	980	1,421	2,361	3,272	901	1,160	6,341	1,518	58	222
 Sonia Gandhi	2,965	3,280	2,713	15,701	3,234	6,916	2,145	2,157	6,271	5,409	381	165	251	2,264	149	761	351	505	50	19
 Manmohan Singh	820	1,658	5,138	9,611	3,325	4,772	2,970	3,707	4,234	1,812	253	133	1,313	445	94	160	940	327	189	66
 Rahul Gandhi	2,330	3,128	2,321	2,820	3,340	3,345	1,180	821	3,255	3,185	3,220	86	528	1,381	90	86	513	520	291	6
 Arvind Kejriwal	1,248	1,096	416	305	3,297	3,029	906	358	6,062	1,750	280	15	183	108	10	8	89	21	2	1
 Nitish Kumar	2,768	1,695	1,148	723	379	219	1,144	1,585	3,577	1,129	130	4	97	53	222	69	1,292	87	18	2
 Sushma Swaraj	121	281	87	502	86	175	26	431	231	1,286	6	2	25	652	0	0	5	18	1	0
	July	August	July	August	July	August	July	August	July	August	July	August	July	August	July	August	July	August	July	August

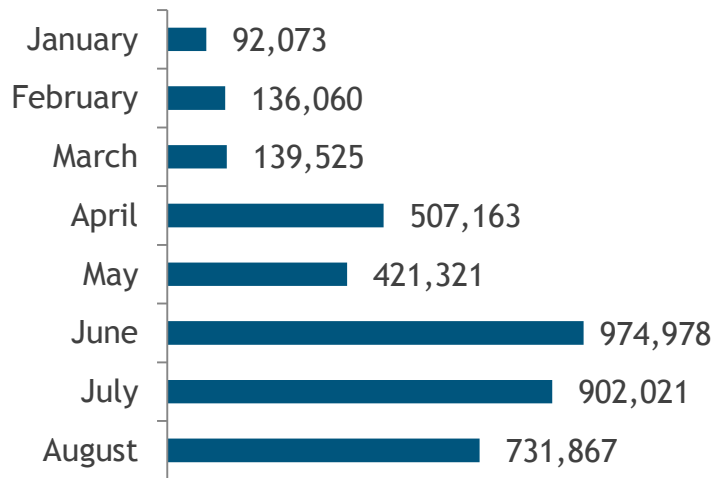
themes by sentiment



buzz



NARENDRA MODI



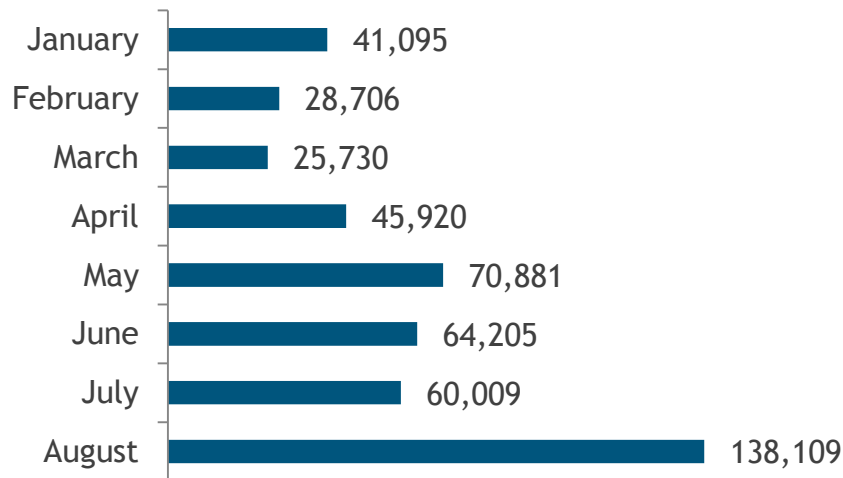
Buzz for Narendra Modi decreased by 19% in August 2013 as compared to July 2013.

Reactions to Narendra Modi's Independence Day speech was a key conversation driver. People felt his speech inspired optimism, challenged the status quo, exhorted everyone to think afresh and ignited patriotism. His statements on the Chinese intrusions and the beheading of Indian soldiers by Pakistani soldiers were also retweeted multiple times.

buzz



SONIA GANDHI



Mentions for Sonia Gandhi increased by 130% in August 2013.

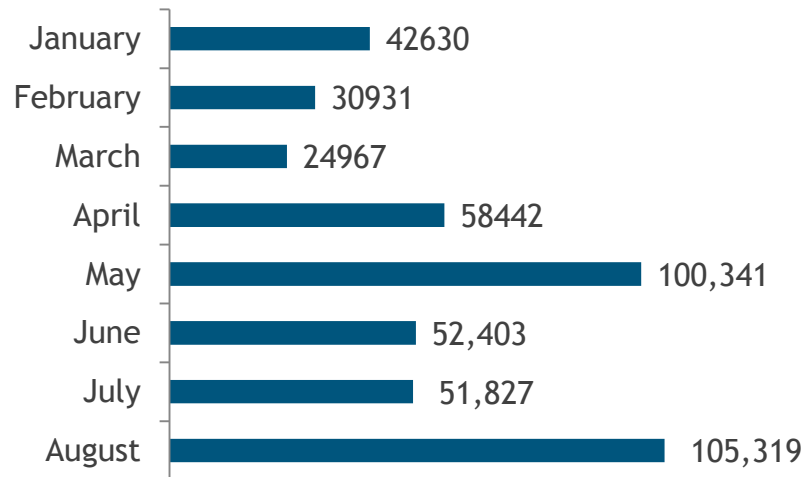
Conversations around Sonia Gandhi's health issues in context of death of a 26 day old child in AIIMS, allegedly because doctors could not attend to the child as they were busy treating her were prominent.

Her speech in the Parliament on the Food Security Bill was discussed and shared with the hashtag #FoodForAll. Tweets by Meenakshi Lekhi, national spokesperson, BJP with the hashtag #QuitSonia were also widely shared.

buzz



MANMOHAN SINGH



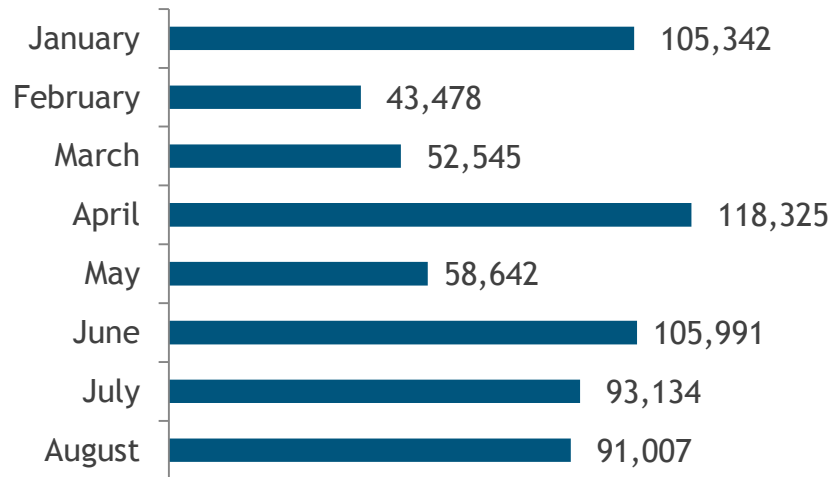
Mentions for Manmohan Singh increased by 103% in August.

Hopes of change in leadership from Manmohan Singh to Narendra Modi and disappointment with his performance as the PM were two key conversation drivers on Twitter.

buzz



RAHUL GANDHI



Mentions for Rahul Gandhi declined by 2% in August 2013.

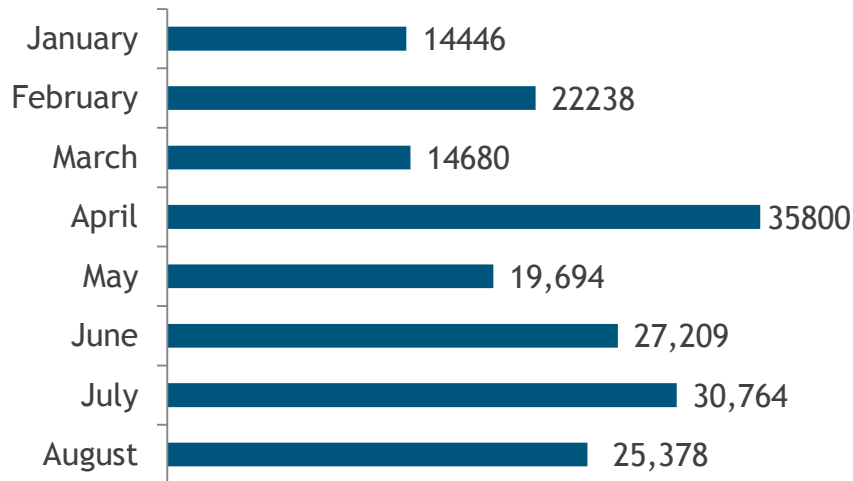
Narendra Modi's regular speeches to the people, were compared to the lack of statements by Rahul Gandhi on matters of public interest.

Sarcastic tweets on the Food Security Bill as a way of ensuring that Rahul Gandhi gets food the next time he visits a Dalit household were also retweeted multiple times.

buzz



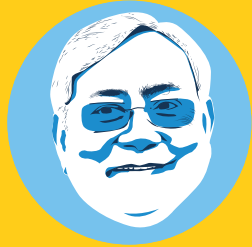
ARVIND KEJRIWAL



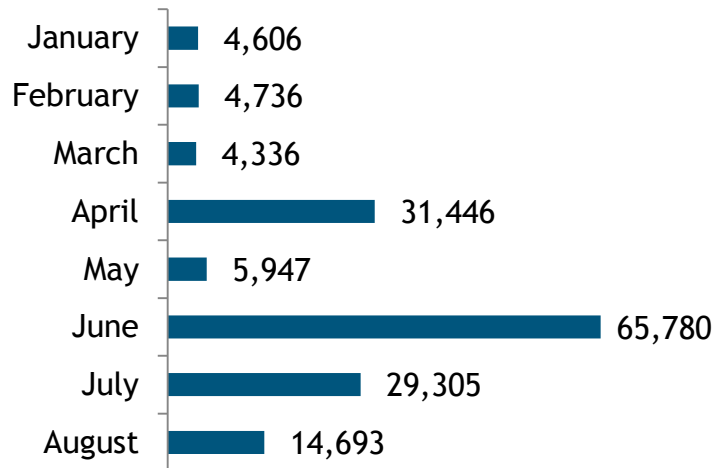
His mentions declined by 18% in August 2013.

Arvind Kejriwal's address to the students of St. Stephen's College on the role of youth in democracy was a key conversation driver.

buzz



NITISH KUMAR



His mentions declined by 50% in August.

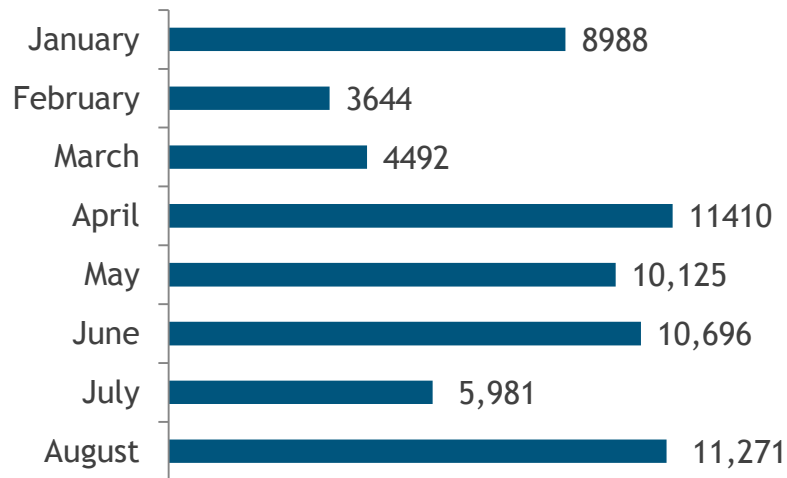
People criticised Nitish Kumar and his government in Bihar for not attending the funeral of Indian soldiers killed in Poonch sector.

Also, the Bihar Police's reluctance in booking Yasin Bhatkal, founder of Indian Mujahiddeen, drove further online mentions for him in August.

buzz



SUSHMA SWARAJ



Mentions for Sushma Swaraj increased by 88% in August.

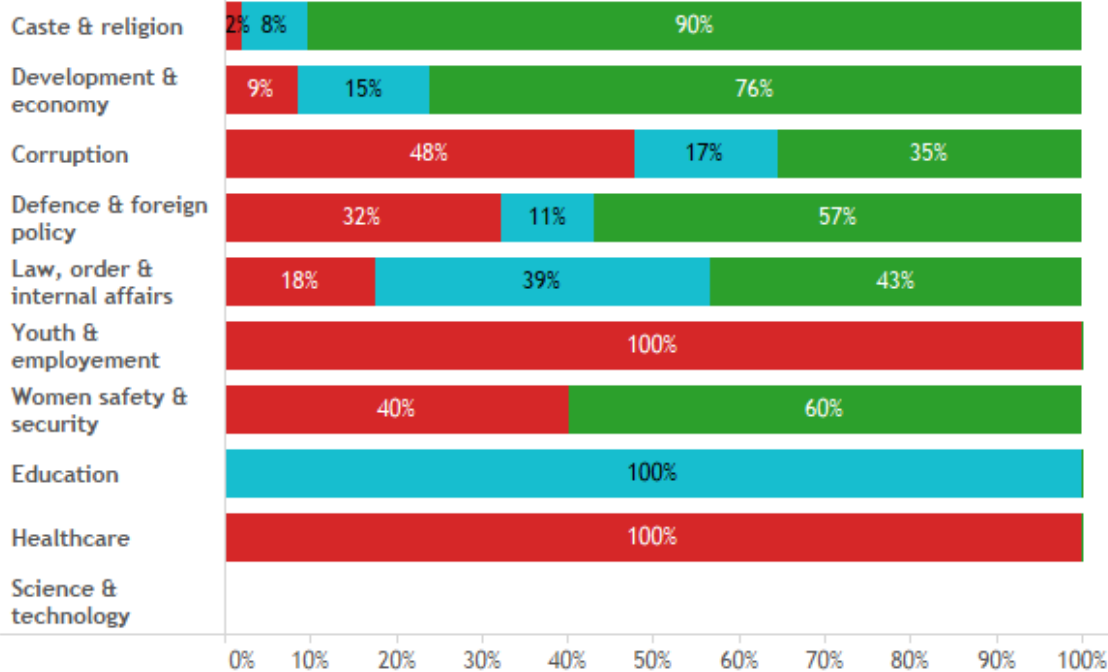
People blamed her for politicising the clashes in Kishwar and pointed out that she didn't write to Narendra Modi during the Gujarat riots, like she wrote to Omar Abdullah during Kishwar clashes.

Her silence on Asharam Bapu's case was also questioned, as she is usually quite vocal about atrocities against women.

THEMES BY SENTIMENT



NARENDRA MODI



Caste & religion

- Positive: People alluded to actions taken by Modi in the past like ensuring the safe return of Haj pilgrims to Gujarat in 2002 and protecting Muslims held up in Noorani mosque, among others, which contributed to positive sentiment for him.
- Negative: His alleged inaction during the 2002 riots in Gujarat was mentioned negatively by people.

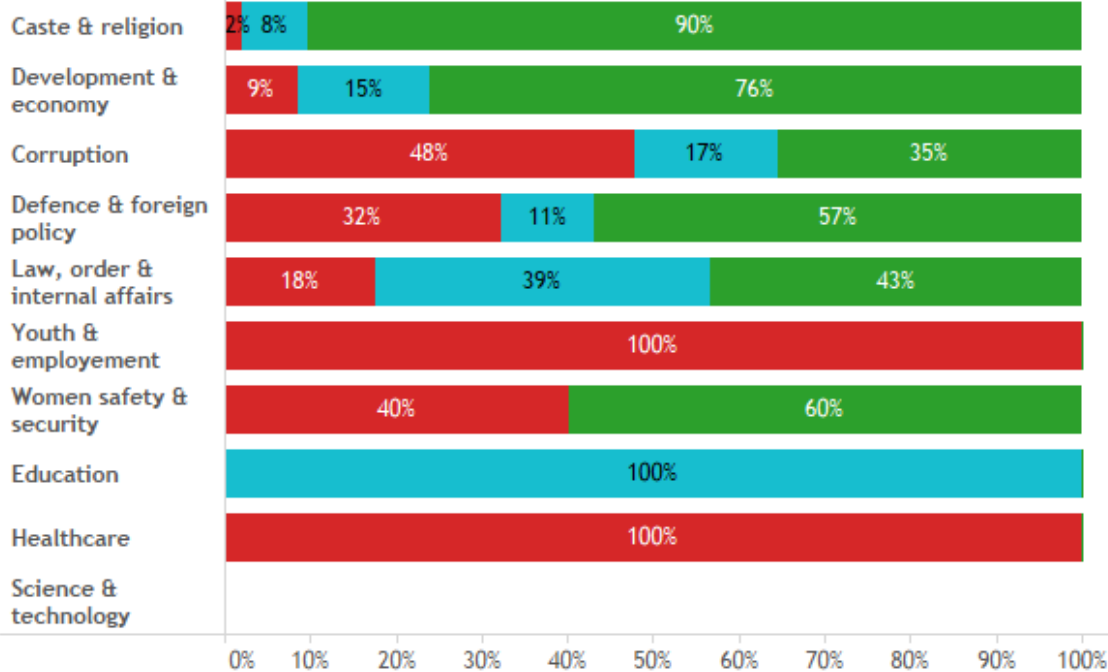
Development & economy

- Positive: People praised Narendra Modi for registering his objections on the Food Security Bill despite BJP not opposing the bill.

THEMES BY SENTIMENT



NARENDRA MODI



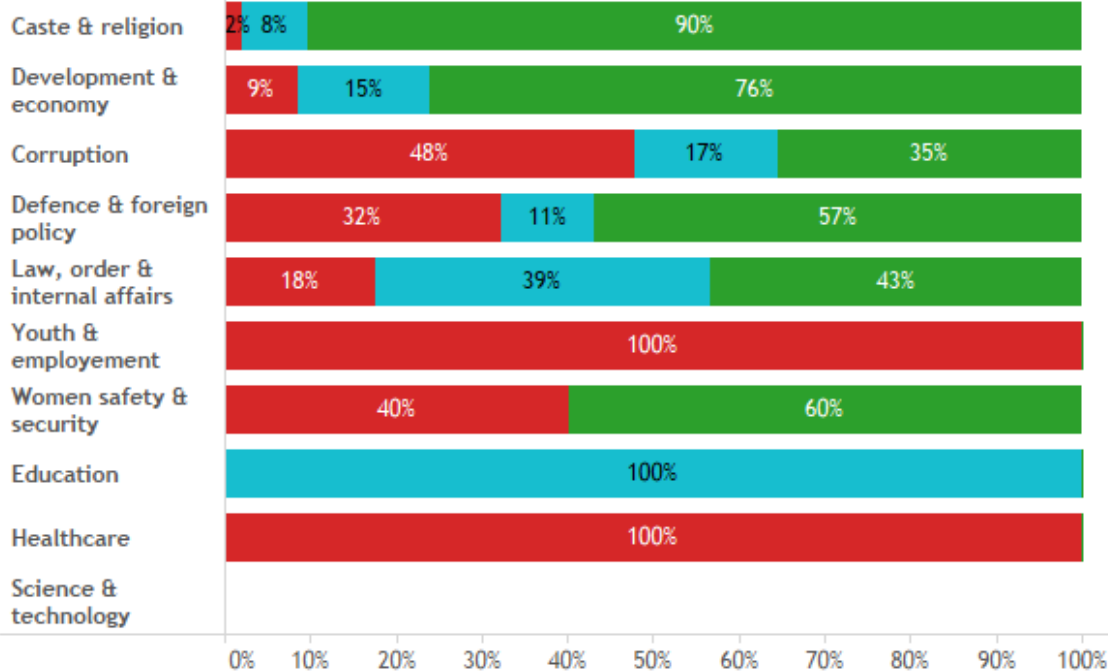
Development & economy

- Negative: There was criticism about his claims on Gujarat's ground water development as statistics showed that Delhi and Rajasthan were faring much better.

THEMES BY SENTIMENT



NARENDRA MODI



Corruption

- Positive: US Republican Congressman Aaron Schock praised Narendra Modi for his 'honest, transparent and open' governance. This was reshared by people online.
- Negative: The Gujarat state government's expensive legal battle against the appointment of Justice R A Mehta as Lokayukta led to speculation around Modi's reluctance to Justice Mehta's appointment.

★ MOST SHARED CONTENT ★

1480 shares



Kiran Bedi ✓
@thekiranbedi



Modi's speech revives hope! Provides evidence. Challenges status quo! Exhorts all to think afresh! Ignites patriotism. Recalls national heroes+

1342 shares



Pooja Wadhare
@ipoojawadhare

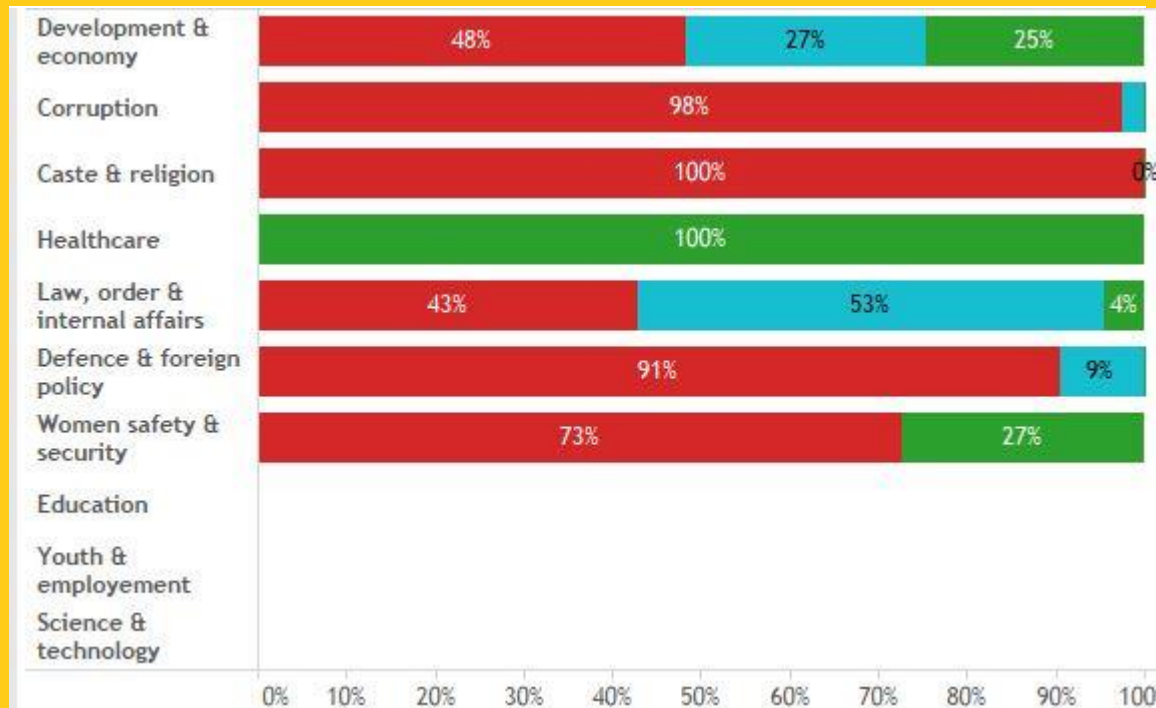


From Manmohan Singh to @narendramodi @MTS_India #ChangeIsNear

THEMES BY SENTIMENT



SONIA GANDHI



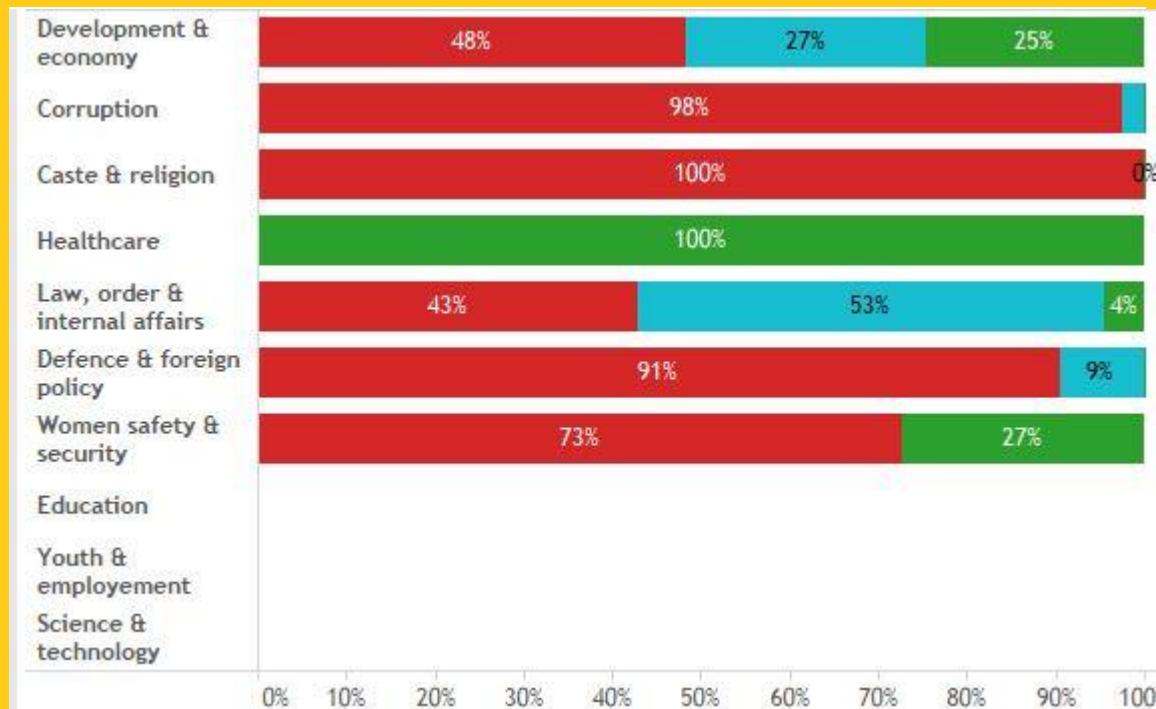
Development & economy

- Positive: She received positive mentions under 'Development & economy' for the Food Security Bill, as people praised her saying that it will provide food to every individual and frequently used the hashtag #FoodForAll on Twitter
- Negative: She also received criticism for the Food Security Bill, with some people calling it a political ploy with the upcoming elections in mind. Some people called it a burden on taxpayers and also expressed concerns around the Land Bill, both of which drove negative mentions for her.

THEMES BY SENTIMENT



SONIA GANDHI



Corruption

- Negative: People addressed her as a leader of the most corrupt government and said that numerous scams have taken place under her leadership. People used the hashtag #QuitSonia which drove negative mentions for her.

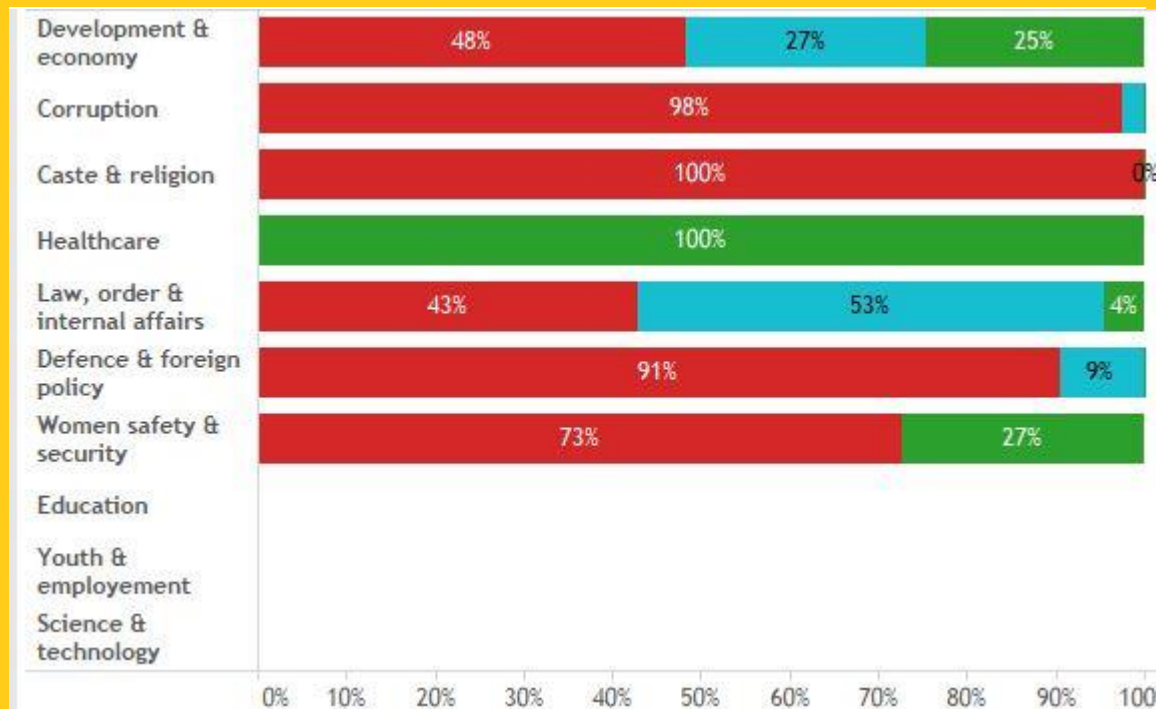
Caste & religion

- Negative: People felt that her soft stand against Pakistan is an effort to muster Muslims votes in the election. She was also blamed for communal violence in UP, Jammu & Kashmir and other states.

THEMES BY SENTIMENT



SONIA GANDHI



Healthcare

- Positive: A lot of people felt that Food Security Bill will help in eradicating malnutrition in the country and used the hashtag #FoodForAll. This drove positive mentions for her.

★ MOST SHARED CONTENT ★

510 shares



Tajinder Pal S Bagga
@tajinderbagga



 Follow

RT if You Support **#QuitSonia** Movement
against 10 Janpath Mafia

 Reply  Retweet  Favorite  Storify  More

334 shares



Gunasekar Rajaratnam
@crguna



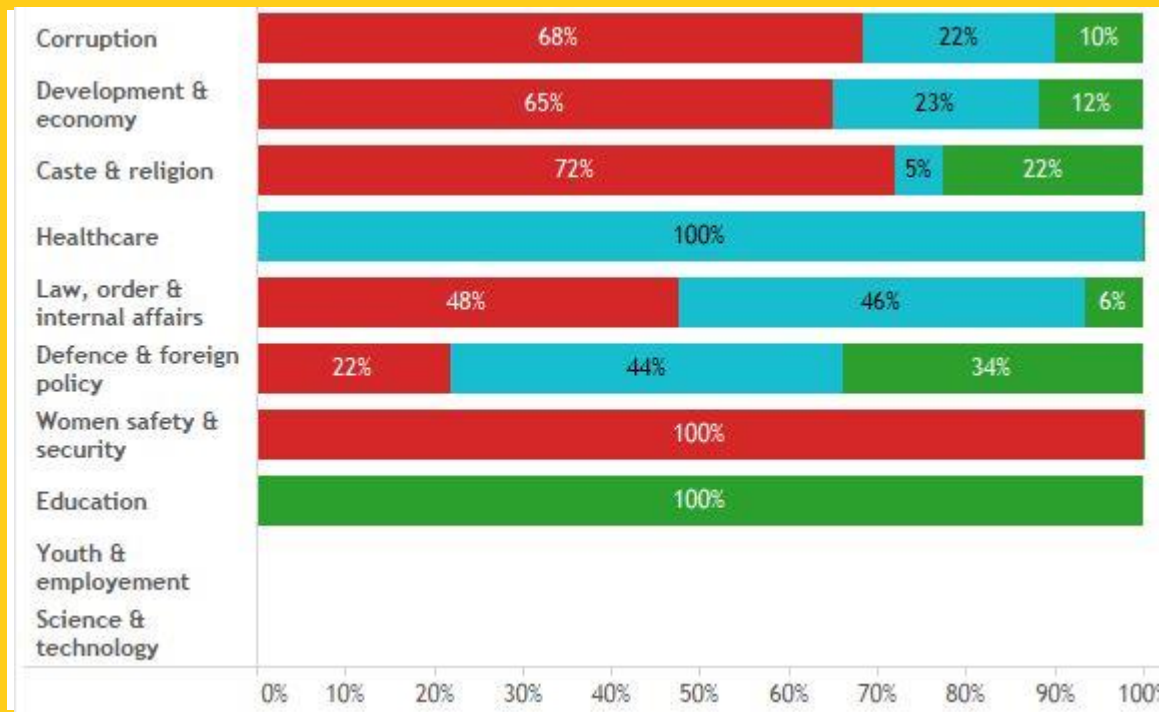
 Follow

Faking : Sheila Dixit sends urgent request to
Sonia Gandhi for funds to replace all Govt.
Brooms with vacuum cleaners "In Public
Interest"

THEMES BY SENTIMENT



Manmohan Singh



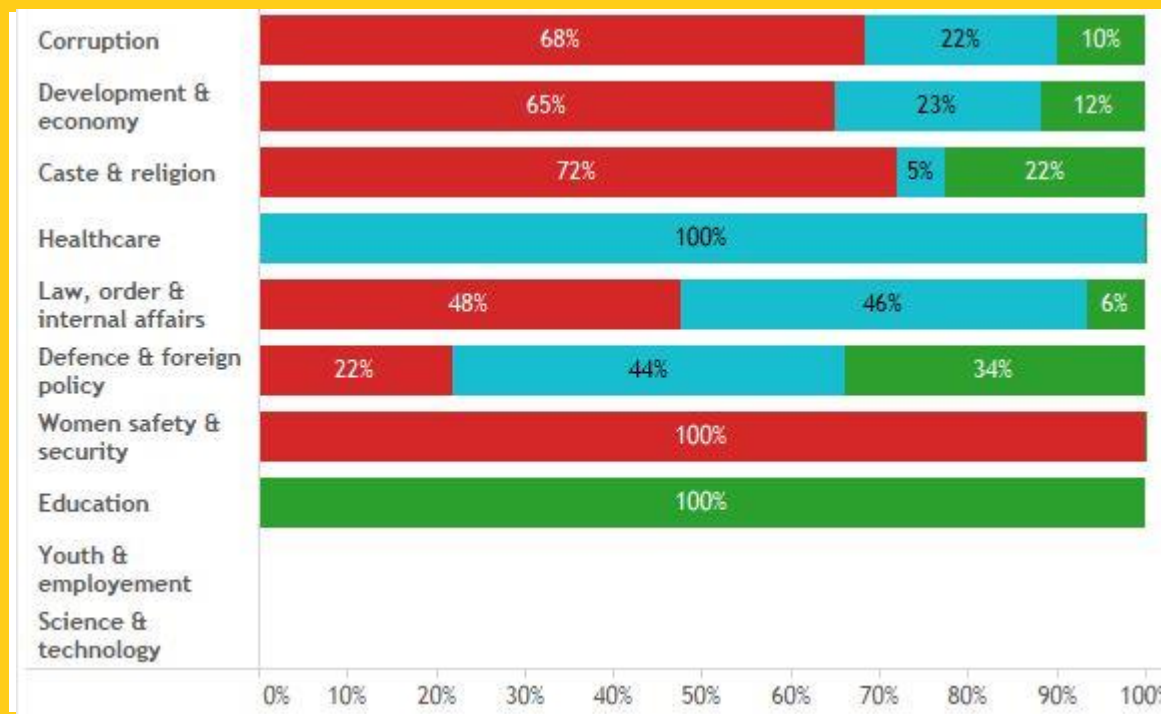
Corruption

- Positive: Suhel Seth's opinion about Manmohan Singh not being a corrupt leader was shared by multiple people.
- Manmohan Singh's statement highlighting the Lokpal Bill as a major step in cleaning up the political system was also shared by people. These contributed to positive mentions. .
- Negative: People's adverse reactions to the missing files connected to the Coalgate Scam contributed to negative mentions for him under 'Corruption'.

THEMES BY SENTIMENT



Manmohan Singh



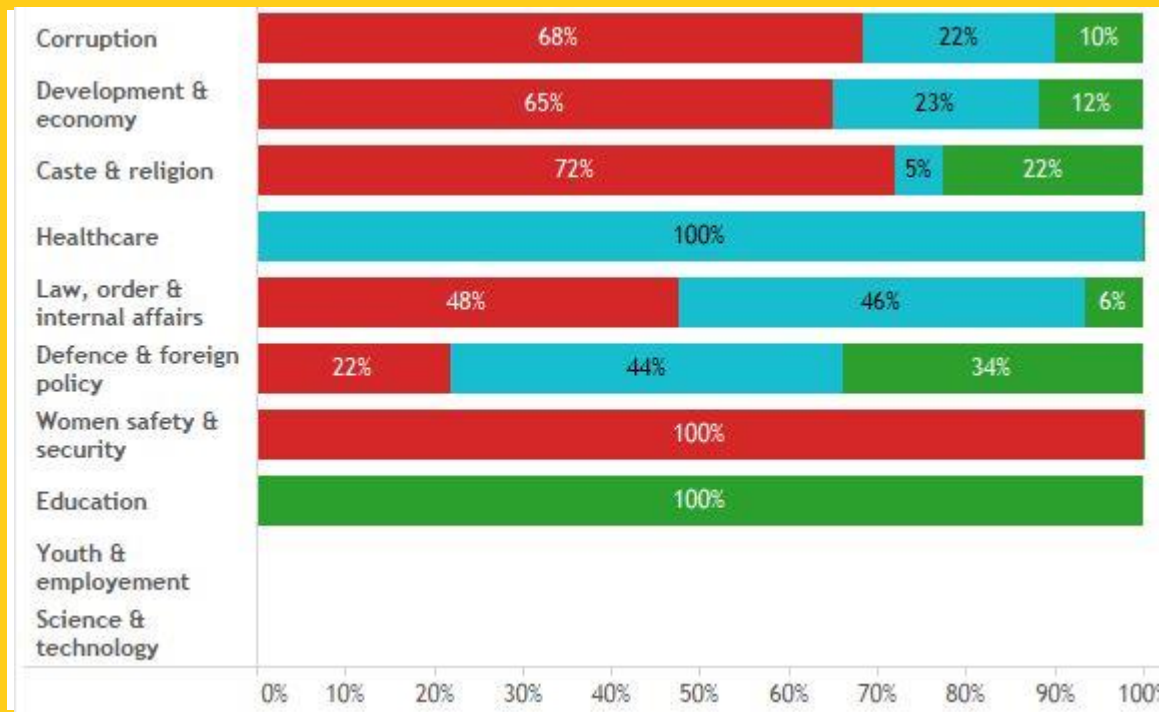
Development & economy

- Positive: Some people credited Manmohan Singh for the economic progress over past few years basis his economic liberalisation policy in 1991, and blamed Sonia Gandhi for the poor state of economy today. These contributed to positive mentions for him under 'Development & economy'.
- Negative: A larger chunk of people blamed Manmohan Singh for taking the Indian economy back to the way it was in 1991 with some ill-advised policies like Forex control.

THEMES BY SENTIMENT



Manmohan Singh



Caste & religion

- Positive: Manmohan Singh's Independence Day speech where he said there is no place for sectarian ideologies, and spoke about the need to stop communal forces, was shared by multiple people, and contributed to positive mentions.
- Negative: People accused Manmohan Singh of going soft on Pakistan in order to muster Muslims vote in the coming elections, which drove negative sentiment for him.

★ MOST SHARED CONTENT ★

1342 shares



Pooja Wadhare
@ipoojawadhare



From Manmohan Singh to @narendramodi
@MTS_India #ChangeIsNear

← Reply ↻ Retweet ★ Favorite ⌚ Storify ⋮ More

391 shares



Sir Ravindra Jadeja
@SirJadeja

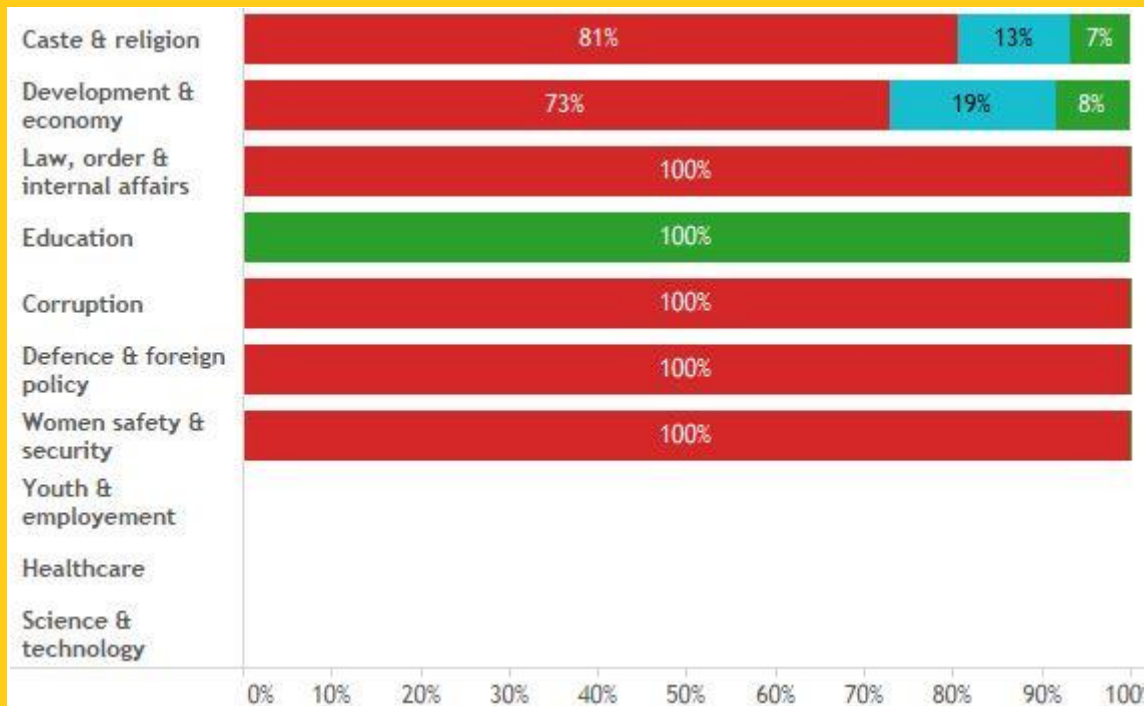


No big deal if Narendra Modi is speaking
Telugu, Manmohan Singh can remain silent
in about 265 different languages.
#NaMoInHyd #NaMo

THEMES BY SENTIMENT



RAHUL GANDHI



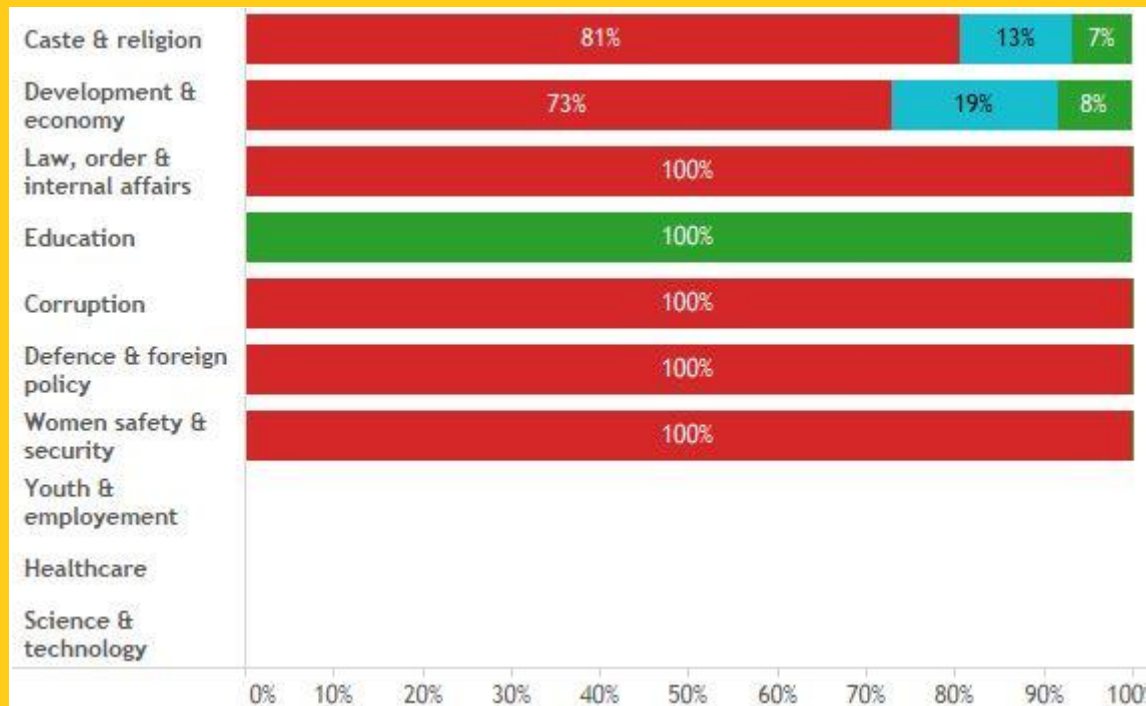
Caste & religion

- Positive: Rahul Gandhi's statement "The Indian flag is my religion" in response to a question about his religious beliefs continued to drive positive mentions.
- Negative: Rahul Gandhi's statement that he is a non-believer in caste and wants Dalits to be with Congress was perceived as hypocritical by people.

THEMES BY SENTIMENT



RAHUL GANDHI



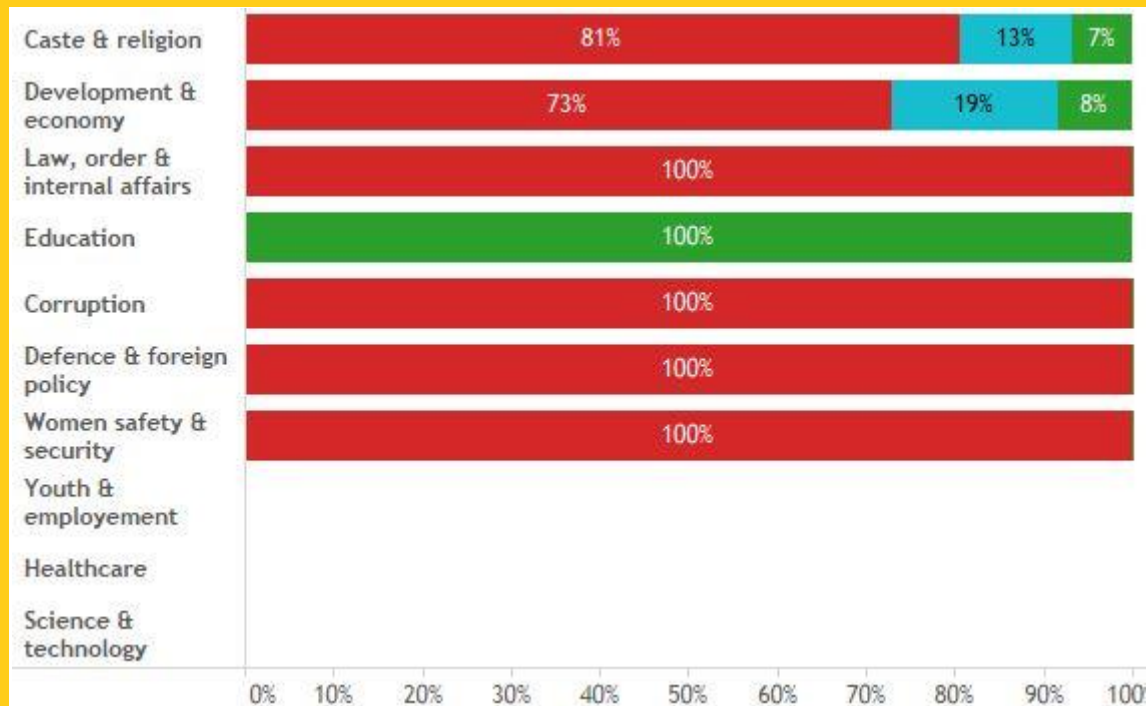
Development & economy

- Positive: Some people were of the opinion that it's time for Rahul Gandhi to take over as Prime Minister in order to correct the current state of the economy. His stand on the Food Security Bill as a legal entitlement for people drove positive sentiment for him.
- Negative: Some people said that the Food Security Bill is a mechanism to revive Rahul Gandhi's political career. Further, that only 17% of allocated the funds were utilised for development in Amethi, contributed to the negative mentions for him under 'Development & economy'

THEMES BY SENTIMENT



RAHUL GANDHI



Law, order & internal affairs

- Negative: His alleged involvement in Sukanya Devi's gang rape and inaction from the government and media were criticised.

Education

- Positive: Rahul Gandhi's statement about giving better education and employment opportunities to Dalits and other weaker sections of society, contributed to positive mentions.

★ MOST SHARED CONTENT ★

473 shares



The UnReal Times
@TheUnRealTimes



Follow

Rahul Gandhi and the State of Mind
#YoRahulSoDumb
pic.twitter.com/kiYvjvl5It

Reply Retweet Favorite Storify More

402 shares



SanghParivar.Org
@SanghParivarOrg



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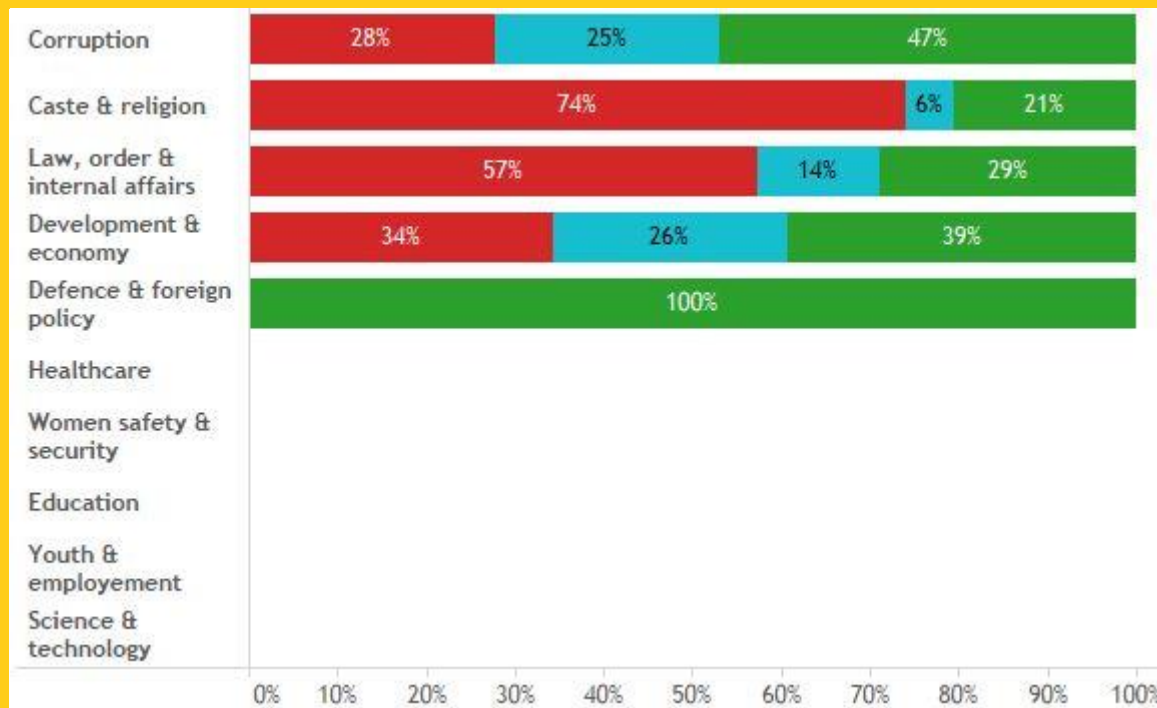
Rahul Gandhi stops at green signal to prove his secular credentials. #YoRahulSoDumb

Reply Retweet Favorite Storify More

THEMES BY SENTIMENT



ARVIND KEJRIWAL



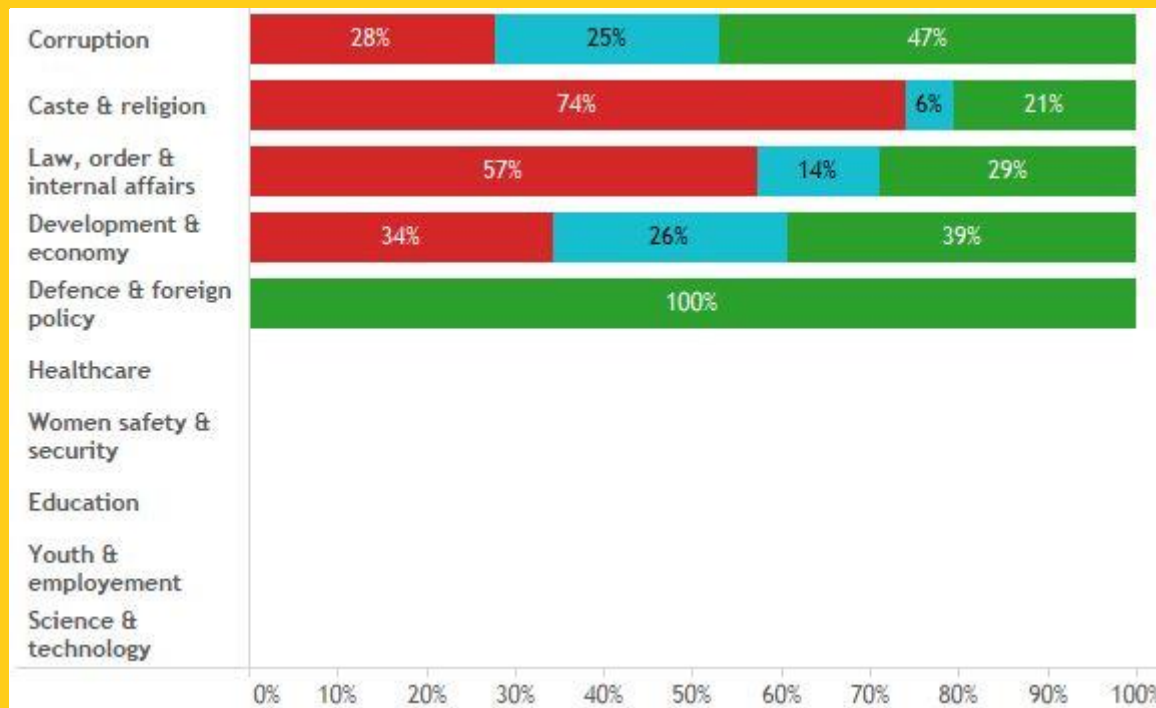
Corruption

- Positive: People spoke of him as the most vocal anti-corruption crusader who has exposed different scams in the government. He is also perceived as the brain behind the Jan Lokpal Bill.
- Negative: Arvind Kejriwal was mentioned negatively when he was seen with Sudhir aka Golden Baba.

THEMES BY SENTIMENT



ARVIND KEJRIWAL



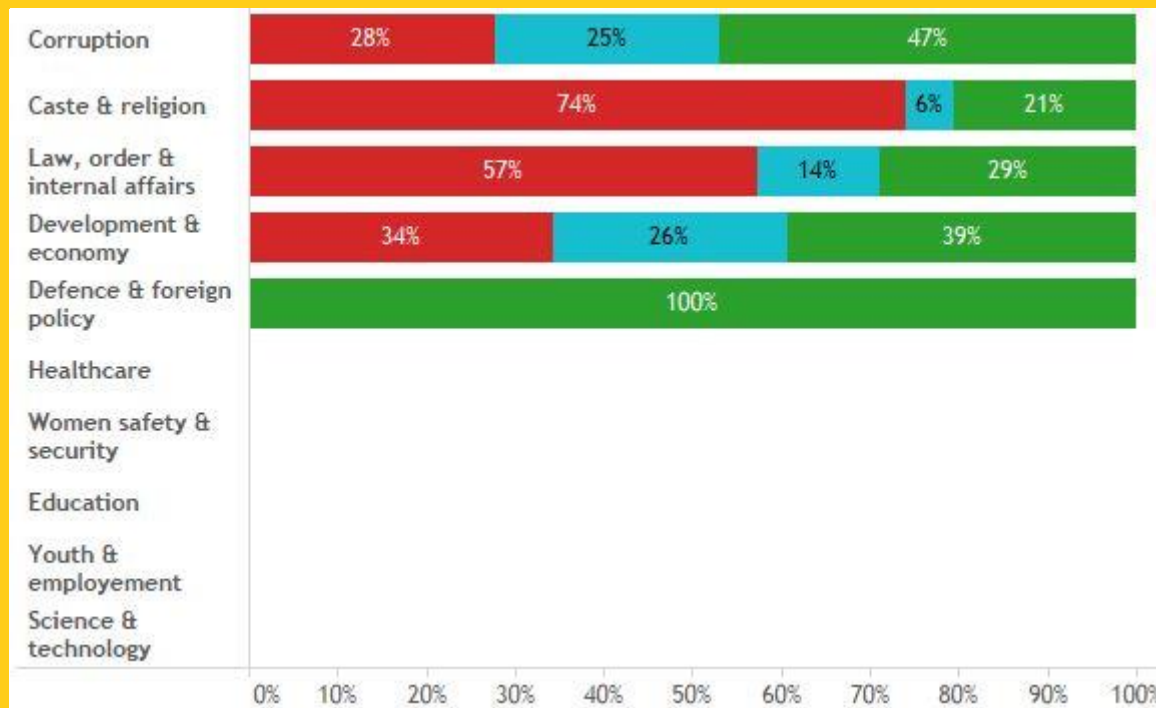
Caste & religion

- Positive: People said they joined the AAP because Arvind Kejriwal is not playing the Hindu and Muslim card, which drove positive mentions for him.
- Negative: Some people expressed negative opinions about his stand on the Batla House and Ishrat Jahan encounter cases.

THEMES BY SENTIMENT



ARVIND KEJRIWAL



Law, order & internal affairs

- Positive: He was positively mentioned for his open and honest views on Batla House, and emphasis on speedy justice.
- Negative: People questioned Arvind Kejriwal's silence on the matter of the non-appointment of Justice R A Mehta as Lokayukta. Some people were also of the opinion that by terming the Batla House encounter as fake and demanding an investigation into Ishrat Jahan's case, Arvind Kejriwal is lobbying for Muslim votes, and this contributed to negative mentions for him

★ MOST SHARED CONTENT ★

130 shares

**BJP Lucknow (UP)**

@BJPLucknowBJP



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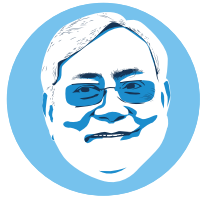
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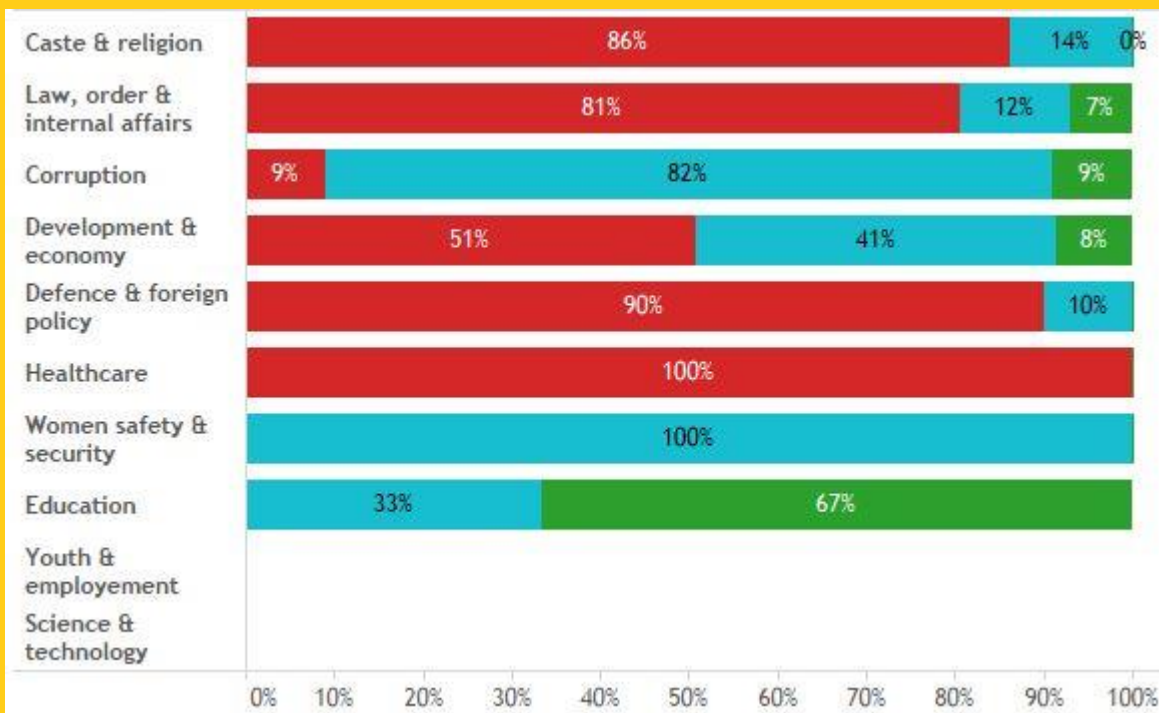
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World's most honest Shri Arvind Kejriwal sharing a ride with Well known Crook History Sheeter Sudhir aka Golden Baba pic.twitter.com/rElfJzI81C

THEMES BY SENTIMENT



NITISH KUMAR



Caste & religion

- Negative: People blamed Nitish Kumar for the Bihar Police's reluctance in booking Yasin Bhatkal, founder of the Indian Mujahideen. They were of the opinion that his non-action in the matter was due to his not wanting to lose the Muslim vote.

Law, order & internal affairs

- Negative: People blamed him for not doing enough to curtail Maoist activities.
- Positive: His implementation of 50% reservation for women in panchayats in Bihar was seen as inclusive growth by people. This contributed to positive mentions.

★ MOST SHARED CONTENT ★

74 shares



Kiran Kumar S
@KiranKS



 Follow

Nitish Kumar has time for Adhikar rally, Iftar party, Ishra Jehan statements, but no decency to receive martyr's bodies at Patna

65 shares



Shahnawaz Hussain ✓
@ShahnawazBJP



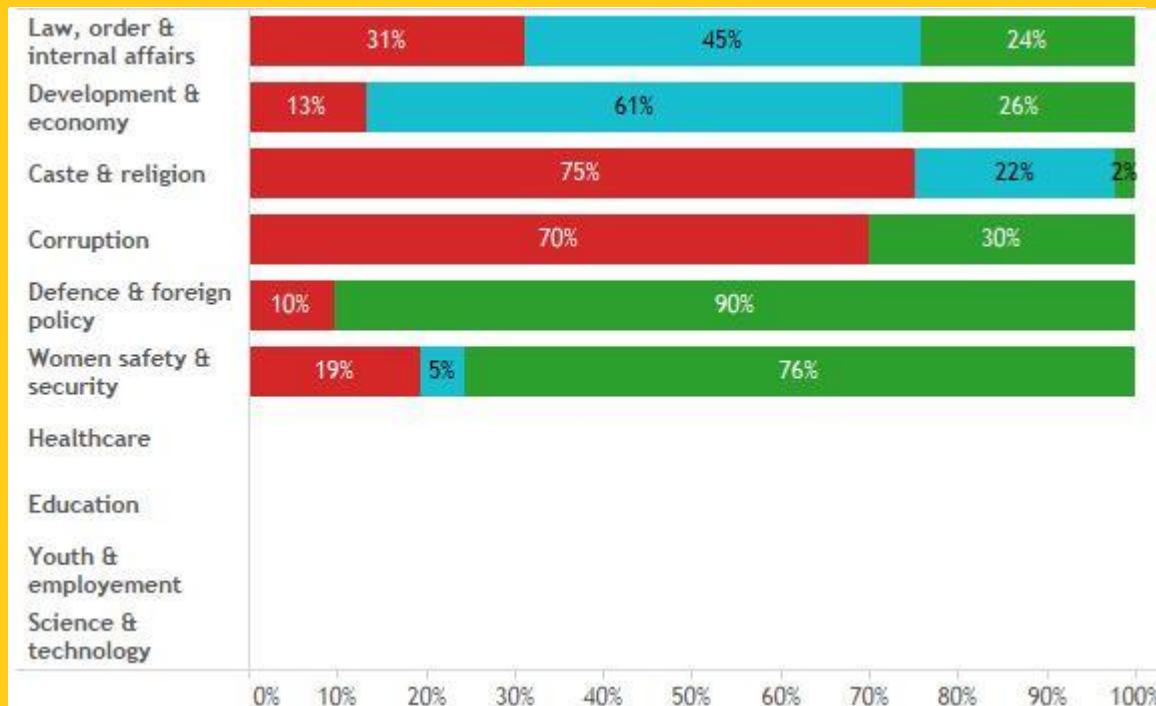
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Mr. Nitish kumar seems to be idolising Mr. Digvijay Singh- shifting responsibility twds opposition for his own failures.

THEMES BY SENTIMENT



SUSHMA SWARAJ



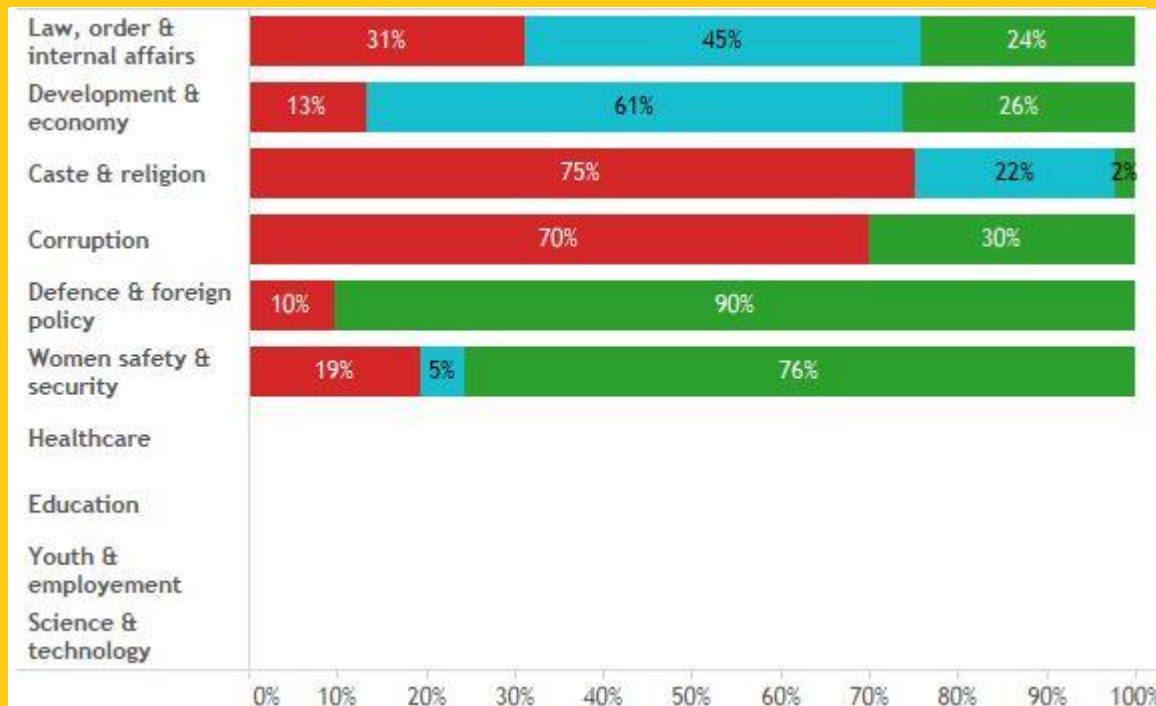
Law, order & internal affairs

- Positive: Her statements in the parliament on the Mumbai gang rape case, demanding death penalty for the accused were widely shared by people online and drove positive mentions for her.
- Negative: People blamed her for politicising the clashes in Kishwar and wanted to know why she did not write to Narendra Modi during Gujarat riots, the way she was writing to Omar Abdullah.

THEMES BY SENTIMENT



SUSHMA SWARAJ



Defence & foreign policy

- Positive:: Her demand for a Border Security Bill in the wake of recent killings of Indian soldiers on the LoC by Pakistani soldiers and slamming defense minister A. K Antony for giving clean chit to Pakistan were shared by people online.
- Negative: Her statement emphasising the importance of border security over the Food Security Bill drew criticism from people.

★ MOST SHARED CONTENT ★

107 shares



Minhaz Merchant
@minhazmerchant



When Sushma/Advani speak, Sonia often tells partymen to interrupt them. When she speaks, they maintain polite silence

105 shares



Simranjeet Singh
@i_simranjeet



Dear Arun Jaitley. Your declaration of assets, in sushma swaraj's words can be called full of "Mota-Maal"
[#ArunJaitleySueMe](#)

METHODOLOGY

- A list of 187 Indian political leaders were considered for this report.
- These leaders are Cabinet Ministers, Ministers of states, Chief Ministers of states, important leaders from all political parties, and independent political leaders.
- In total 1,374,719 mentions of various combinations of these keywords were found between 1 August to 31 August 2013.
- The top 20 political leaders were identified basis their share of mentions in online conversations.
- Out of the top 20 political leaders, seven leaders were identified basis their share of mentions in online conversations and basis their names being compared for the top job amongst stakeholders online. These include -
 - Narendra Modi, Sonia Gandhi, Manmohan Singh, Rahul Gandhi, Arvind Kejriwal, Nitish Kumar and Sushma Swaraj

METHODOLOGY

- Thematic analysis was done for the following themes identified through key government ministries but which were sometimes clubbed based on synergies of the themes:
 - Corruption; Development & economy; Caste & religion; Women safety & security; Youth & employment; Defense & foreign policy; Law, order & internal affairs; Science & technology; Education & healthcare.
- For each political leader, the top 100 most discussed and shared conversation threads were analysed. A sentiment was assigned to each conversation, and total sentiment was calculated by multiplying the number of times each of those conversations were reshared.



disclaimer

We have made all efforts to keep the report error free. Please do point out any errors that you may notice and we will incorporate your insights in future editions. Please write to us at reports@blogworks.in with the subject line 'corrections'.

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