



blogworks

most
mentioned

political leaders

December 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 7th edition of 'Blogworks India's Most Mentioned Political Leaders' analyses online mentions of the top 20 political leaders being talked about, during October 2013 in comparison to September 2013. Out of the top 20, we identified five leaders basis their share of mentions in online conversations. 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.

BUZZ

Narendra Modi: Modi's efforts in overall development of Gujarat and for driving women empowerment during his tenure as CM were lauded online. Special Investigation Team (SIT) granting him a clean chit in the Gulbarg society massacre case also drove positive mentions. The presence of tainted ministers in his cabinet alongside inability to introduce Lokayukta in Gujarat drove criticism for him.

Arvind Kejriwal: AAP's victory in Delhi assembly elections brought Arvind Kejriwal on the 2nd spot behind Modi. His election agenda of reducing power tariff and giving 700 litres of free water was a key conversation driver.

Rahul Gandhi: Rahul Gandhi's statements highlighting the importance of Lokpal Bill and the RTI act for curbing corruption received mixed responses online. Some people appreciated his statements, while others criticised him given his own party is allegedly involved in several scams. People also said he should ensure that the Haryana Chief Minister does not harass Ashok Khema, the IAS officer, who is trying to expose corruption in the state.

Sonia Gandhi: The Communal Violence Bill drove criticism for Sonia Gandhi as people perceived this is as an attempt by the Congress to "divide and rule". She continued to be in conversations for her party's involvement in several scams. The confirmation by India Against Corruption (IAC) website that Sonia Gandhi had written to the PM and the FM about not transferring Arvind Kejriwal out of Delhi in 2004 was also a key discussion topic.

Manmohan Singh: People appreciated Anna Hazare for his efforts and determination on the the Lokpal Bill being passed by the Parliament. However, some people expressed their disappointment with Hazare for accepting a weak Lokpal Bill.

buzz trend

RJD chief Lalu Prasad Yadav getting bail from Supreme Court in a fodder scam case drove mentions for him. AAP leaders Yogendra Yadav, Manish Sisodia and Kumar Vishwas featured in top 20 most mentioned

Rank in Nov-13)	Rank in (Dec-13)	Political Leaders	December	November	October	September	August	July
1	1	Narendra Modi	████████████████████	████████████████████	████████████████████	████████████████████	████████████████████	████████████████████
3	2	Arvind Kejriwal	██████████████	████	██	█	█	█
2	3	Rahul Gandhi	██████████	████	██████	██	██	██
4	4	Sonia Gandhi	██	█	██	█	██	██
10	5	Anna Hazare	█	█	█	█	█	█
8	6	Sheila Dixit	█	█	█	█	█	█
5	7	Manmohan Singh	█	█	██	██	██	██
7	8	Atal Bihari Vajpayee	█	█	█	█	█	█
34	9	Lalu prasad Yadav	█	█	█	█	█	█
22	10	Kumar Vishwas	█	█	█	█	█	█
11	11	LK Advani	█	█	█	█	█	█
14	12	Sushma Swaraj	█	█	█	█	█	█
25	13	Nitin Gadkari	█	█	█	█	█	█
18	14	Yogendra Yadav	█	█	█	█	█	█
24	15	Rajnath Singh	█	█	█	█	█	█
12	16	Nitish Kumar	█	█	█	█	█	█
35	17	Manish Sisodia	█	█	█	█	█	█
13	18	Mayawati	█	█	█	█	█	█
16	19	Mamata Banerjee	█	█	█	█	█	█
19	20	Digvijay Singh	█	█	█	█	█	█

depth of engagement

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	1,089,667	145,257,080	130,653
Arvind Kejriwal	599,067	82,028,556	79,391
Rahul Gandhi	285,225	54,078,152	48,240
Sonia Gandhi	130,445	42,104,291	28,449
Anna Hazare	69,810	36,353,346	19,589
Sheila Dixit	56,339	36745167	20164
Manmohan Singh	55,163	28,306,974	13,596
Atal Bihari Vajpayee	55,162	25,633,736	12,062
Lalu prasad Yadav	29,032	16,085,855	10,098
Kumar Vishwas	26,683	17,340,870	8,895
LK Advani	19,986	20,321,128	7,575
Sushma Swaraj	19,236	14,847,981	5,310
Nitin Gadkari	15,350	14,210,863	5,309
Yogendra Yadav	15,189	12,899,202	4,801
Rajnath Singh	13,488	13,694,103	4,573
Nitish Kumar	13,135	12,030,302	4,445
Manish Sisodia	12,944	11,348,171	4,140
Mayawati	12,406	14,228,489	5,788
Mamata Banerjee	12,382	8,291,804	1,962
Digvijay Singh	9,928	5,899,753	5,131

Overall volume of mentions around political leaders increased by 64% in December 2013 when compared to November 2013.

Lalu Prasad Yadav, Manish Sisodia and Kumar Vishwas were the top three gainers for the month of December 2013

Summary – themes and sentiment

Narendra Modi:

Positive: Modi's efforts in overall development of Gujarat and for driving women empowerment during his tenure as CM drove positive mentions under 'Development & Economy'

Negative: A section of people continued to blame Modi for the Gujarat riots. Some also felt that that he had struck a deal with Sonia and Rahul Gandhi to not highlight the Robert Vadra case in lieu of not being highlighted for the Godhra riots. These contributed to the negative mentions for him 'Caste & religion'

Arvind Kejriwal:

Positive: Arvind Kejriwal was perceived to be a brave, honest, intelligent, knowledgeable and simple politician. These contributed to positive mentions for him under 'Corruption'.

Negative: People felt that Yogendra Yadav will have to take over after Arvind Kejriwal is implicated for his own corrupt practices before 2012. Some people criticised him for the delay in passing the Lokpal bill. These contributed to negative mentions for him under 'Corruption'

Summary – themes and sentiment

Rahul Gandhi:

Positive: His speech in FICCI on several issues such as education, growth, equity, skills, environment, corruption drew positive mentions. His statements highlighting the importance of Lokpal Bill and the RTI act for curbing corruption contributed to positive mentions for him under 'Corruption'.

Negative: People criticised him for 'lecturing' on corruption when Congress itself is allegedly involved in several scams. People also said he should ensure that the Haryana Chief Minister does not harass Ashok Khema, the IAS officer, who is trying to expose corruption in the state. These led to negative mentions for him under the theme 'Corruption'.

Sonia Gandhi:

Positive: People praised Sonia Gandhi on meeting Imran Khan, Chairman of Pakistan Tehreek-e-Insaaf, and believed that this will help on improving regional cooperation. This contributed to positive mentions for her under 'Defence and foreign policy'

Negative: People perceived Sonia Gandhi to be in the know of every scam under the UPA rule. These contributed to negative mentions under 'Corruption'.

Summary – themes and sentiment

Anna Hazare:

Positive: After the Lokpal bill was passed, Anna Hazare was mentioned for his efforts and determination. This contributed to positive mentions for him under 'Corruption'.

Negative: Some people expressed their disappointment over Anna Hazare accepting a weak Lokpal Bill. This contributed to negative mentions for him under 'Corruption'

themes



Political leader	Caste & religion		Development & economy		Corruption		Defence & foreign policy		Law, order and internal affairs		Youth & employment		Women safety & security		Healthcare		Education		Science & technology	
Narendra Modi	37,199	62,374	23,291	22,679	18,034	36,315	13,051	11,480	22,594	50,715	809	1,532	3,252	2,460	1,119	779	1,841	2,567	921	189
Arvind Kejriwal	6,392	16,255	712	14,034	15,297	69,586	859	4,232	3,205	8,459	425	406	442	1,681	12	435	131	1,942	8	70
Rahul Gandhi	4,685	7,656	4,167	3,595	7,377	45,491	1,416	953	5,342	10,543	2,214	255	1,758	2,188	84	100	398	9	68	6
Sonia Gandhi	1,425	5,924	1,552	512	3,227	9,898	332	619	2,966	4,293	261	6	680	251	363	149	240	2	55	3
Anna Hazare		395		103		31,534		0		460		25		146		7		0		7
	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec



themes by sentiment



Political leader	Caste & religion		Development & economy		Corruption		Defence & foreign policy		Law, order and internal affairs		Youth & employment		Women safety & security		Healthcare		Education		Science & technology	
	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec	Nov	Dec
Narendra Modi	30%	44%	87%	100%	39%	42%	65%	50%	15%	28%		100%	31%				76%	100%		
	56%	39%			61%	22%	35%	50%	77%	31%			69%	100%			24%			
Arvind Kejriwal	63%	80%	30%	21%	47%						39%		76%							
	30%		21%	52%	40%	71%	100%	90%	92%	62%			24%							
			49%	27%	13%					20%	61%									
Rahul Gandhi	36%	32%	19%	50%	60%	79%	59%		37%		56%		61%							
	52%		40%				41%		60%	99%	31%		39%							
	12%	57%	41%	50%	30%															
Sonia Gandhi	57%	30%	32%		75%	100%	40%	33%	28%	51%			100%		100%					
	39%	70%	47%	100%	22%		60%	67%	62%	49%										
			21%						10%											
Anna Hazare							49%													
							48%													

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 2,662,347 mentions of various combinations of these keywords were found between 1 December to 31 December 2013.
- The top 20 political leaders were identified basis their share of mentions in online conversations.
- Out of the top 20 political leaders, five leaders were identified basis their share of mentions in online conversations. These include -
 - Narendra Modi, Arvind Kejriwal, Rahul Gandhi, Sonia Gandhi and Anna Hazare

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; Defence & 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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