



blogworks

most  
mentioned

political leaders

February 2014

#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 10<sup>th</sup> edition of 'Blogworks India's Most Mentioned Political Leaders' analyses online mentions of the top 20 political leaders being talked about, during January 2014 in comparison to December 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:** Online conversations predominantly compared Modi's leadership with Rahul Gandhi. Prashant Bhushan's comment on Modi walking off from a TV interview in 2007 when asked about Godhra riots drew negative mentions for him. Kiran Bedi lauding Modi's ability on good governance and development generated positive mentions for Modi.

**Arvind Kejriwal:** Corruption was the mainstay of conversations around Arvind Kejriwal. Kejriwal made a foray into politics with curbing corruption as his main agenda but interestingly, the maximum negative mentions for Kejriwal were around corruption, his decision to join hands with Congress to form govt. being a key criticism. However, his initiation of investigations around the 1984 riots and against Sheila Dixit drew positive mentions.

**Rahul Gandhi:** There was a 102% jump in Rahul Gandhi's volume of conversations in the month of January compared to December 2013. Rahul Gandhi's first ever television interview with Times Now contributed most to his share of conversations. In response to the interview, people criticised Rahul Gandhi for being vocal on corruption related issues after almost two terms of the UPA govt and also for taking credit for the Lokpal Bill. Rahul Gandhi's views on women empowerment were lauded thereby driving positive mentions for him.

**Manmohan Singh :**People lauded Manmohan Singh for introducing some key bills to fight corruption and bring accountability and transparency in governance. UPA's involvement in various scams such as 2G and CWG drew major share of negative mentions online.

**Sonia Gandhi:** Most mentions around Sonia Gandhi centred around people expressing disappointment over her not taking action against corrupt leaders in the Congress party, allegedly involved in scams. Her secular views drew appreciation and drove positive mentions

# buzz trend

Shashi Tharoor, Prashant Bhushan, Arun Jaitley, Rakhi Birla, Dr. Harshvardhan and Sushil Kumar Shinde featured in top 20 in the month of Jan.

Shashi Tharoor was mentioned in relation to the death of his wife, Sunanda Pushkar.

Mentions of Prashant Bhushan revolved around him calling for referendum in Kashmir to decide whether or not the Indian Army should be deployed to deal with internal threats.

Rakhi Birla was mentioned after her car was allegedly attacked.

Mentions for Dr Harshvardhan revolved around he questioning AAP on support from Congress.

Sushil Kumar Shinde was mentioned in relation to Arvind Kejriwal's protest for taking action against Delhi police officer.

Rank in Jan-14)	Rank in (Feb-14)	Political Leaders	February	January	December	November	October	September
1	1	Narendra Modi	████████████████████	████████████████████	████████████████████	████████████████████	████████████████████	████████████████████
2	2	Arvind Kejriwal	████████████████	████████████████	████████████	██	█	
3	3	Rahul Gandhi	██████████	██████████	██████	██	██████	██
5	4	Sonia Gandhi	██	█	██	█	█	█
4	5	Manmohan Singh	█	█	█	█	█	█
NA	6	Somnath Bharti						
13	7	Dr. Harshvardhan						
36	8	Veerappa Moily						
8	9	Prashant Bhushan						
11	10	Arun Jaitley						
40	11	J. Jayalalithaa						
14	12	LK Advani						█
9	13	Sheila Dixit			█	█	█	
15	14	Manish Sisodia						
17	15	Atal Bihari Vajpayee			█	█		
41	16	Sushma Swaraj						
33	17	Kapil Sibal				█		
20	18	Rajnath Singh						
18	19	Anna Hazare			█			
NA	20	Subramanian Swamy						

# depth of engagement

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	14,77,993	13,84,77,840	1,44,699
Arvind Kejriwal	8,20,960	9,94,24,575	96,472
Rahul Gandhi	5,75,226	23,78,06,140	91,050
Manmohan Singh	1,10,781	8,72,88,679	29,815
Sonia Gandhi	81,735	4,71,06,955	20,627
Kumar Vishwas	61,986	2,24,07,250	15,338
Shashi Tharoor	58,166	6,02,33,909	23,713
Prashant Bhushan	56,156	2,52,93,098	14,328
Sheila Dixit	31,104	1,88,03,786	11,415
Yogendra Yadav	29,946	1,53,10,338	6,975
Arun Jaitley	23,340	1,58,63,686	6,843
Rakhi Birla	22,528	1,29,28,187	5,784
Dr. Harshvardhan	20,959	1,01,69,266	7,001
L K Advani	20,784	2,25,27,110	8,433
Manish Sisodia	20,260	1,69,82,262	7,279
Sushil Kumar Shinde	19,562	1,93,25,128	7,831
Atal Bihari Vajpayee	16,879	1,22,36,347	6,720
Anna Hazare	16,766	1,52,22,307	5,678
Lalu Prasad Yadav	15,546	1,29,65,099	6,028
Rajnath Singh	14,721	1,28,58,505	4,877

Overall volume of mentions around political leaders increased by 41% in January 2014 compared to December 2013.

Shashi Tharoor, Prashant Bhushan and Yogendra Yadav were the top three gainers in January 2014.

# Summary – themes and sentiment

## Narendra Modi:

**Positive:** Kiran Bedi lauding Modi's ability on good governance and development generated positive mentions for Modi.

**Negative:** Prasant Bushan's comment on Modi walking off from a TV interview in 2007 when asked about Godhra riots drew negative mentions for him.

## Arvind Kejriwal:

**Positive:** Arvind Kejriwal's initiation of investigations around the 1984 riots and against Sheila Dixit drew positive mentions.

**Negative:** The maximum negative mentions for Kejriwal were around corruption, his decision to join hands with Congress to form govt. being a key criticism.

# Summary – themes and sentiment

## Rahul Gandhi:

**Positive:** People lauded Rahul Gandhi's secular approach and saw him as a secular leader. This drove positive mentions for him under 'Caste and religion'.

**Negative:** People criticised Rahul Gandhi for being vocal on corruption related issues after almost two terms of the UPA govt and also for taking credit for the Lokpal Bill.

## Manmohan Singh:

**Positive:** People lauded Manmohan Singh for introducing some key bills to fight corruption and bring accountability and transparency in governance.

**Negative:** UPA's involvement in various scams such as 2G and CWG drew major share of negative mentions online for Manmohan Singh.



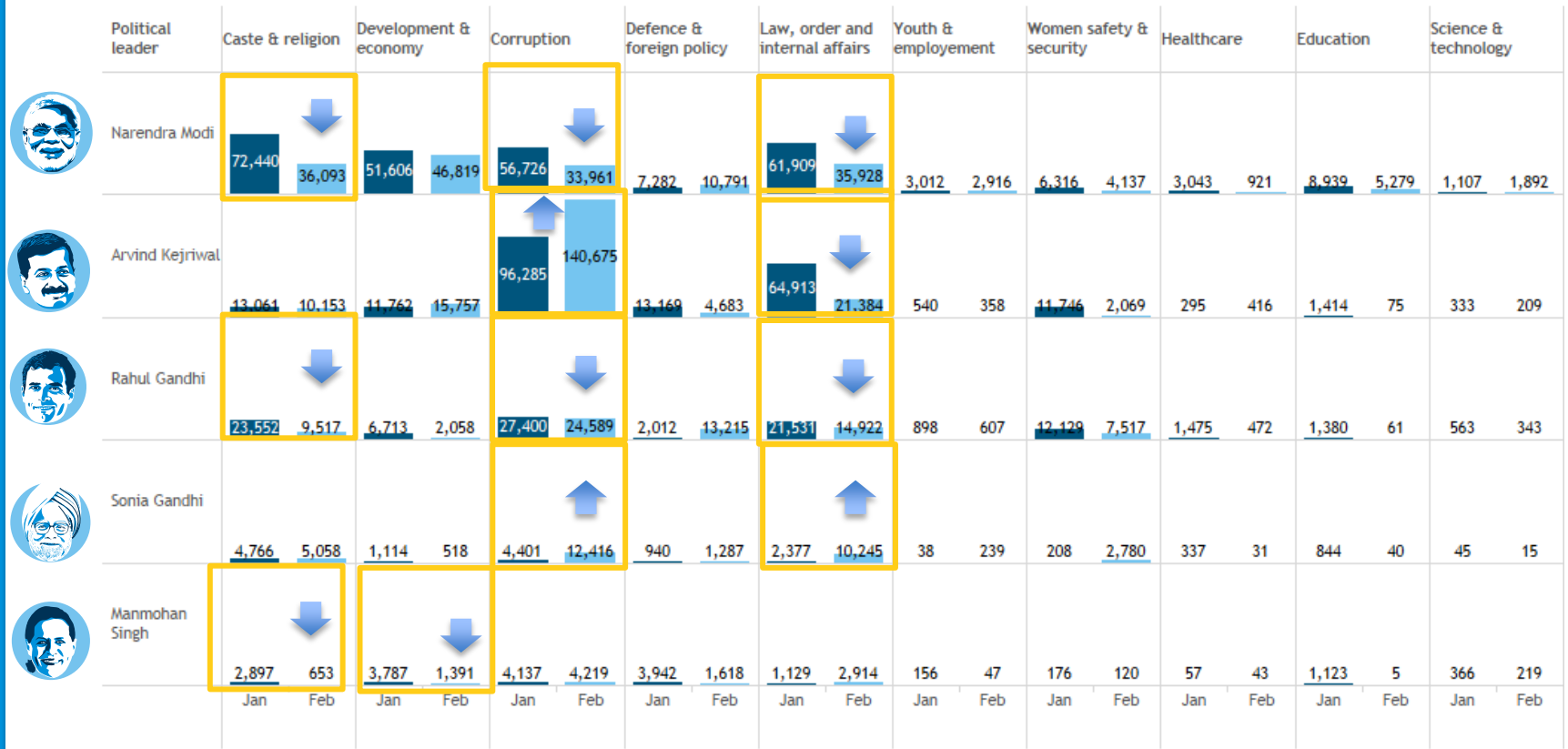
# Summary – themes and sentiment

## Sonia Gandhi:

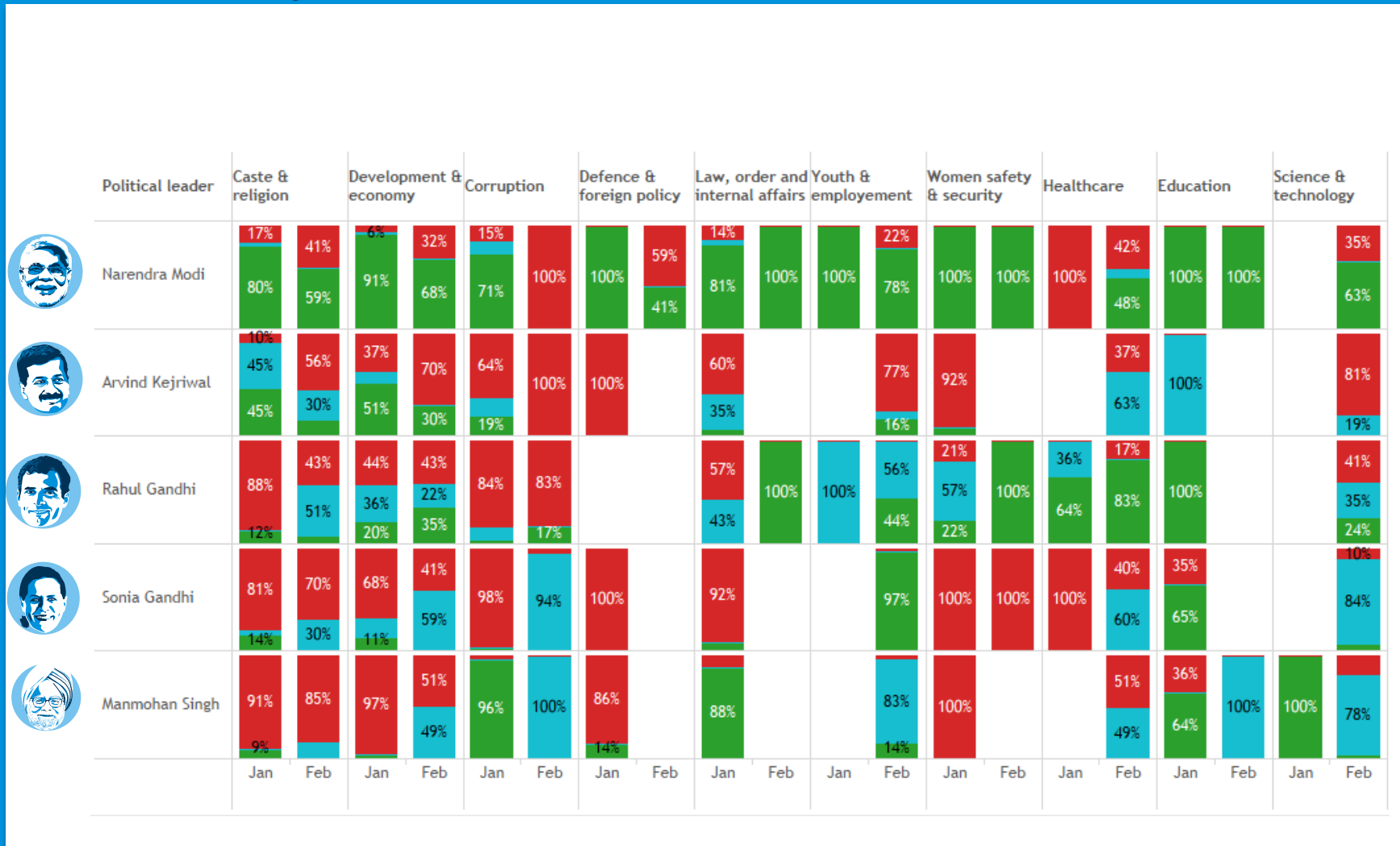
**Positive:** Sonia Gandhi's secular views drew appreciation and drove positive mentions.

**Negative :** Most mentions around Sonia Gandhi centred around people expressing disappointment over her not taking action against corrupt leaders in the Congress party, allegedly involved in scams. UPA government's announcement of initiating the process for the formation of Telangana with allegations of Sonia Gandhi being the driving force met with criticism.

# themes



# themes by sentiment



# 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 3,763,279 mentions of various combinations of these keywords were found between 1 January to 31 January 2014.
- 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, Manmohan Singh and Sonia Gandhi

# 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](mailto:reports@blogworks.in) with the subject line 'corrections'.

## About Blogworks

Driven by purpose and meaning, Blogworks helps global brands and organisations strategically leverage social media to draw insights, engage stakeholders in conversations, build communities, and co-create for business impact.

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