



blogworks

most
mentioned

political leaders

January 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 10th 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. The maximum negative mentions for Kejriwal were around corruption, his decision to join hands with Congress to form govt. being a key criticism. 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 dissatisfaction 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

Leaders like Shashi Tharoor, Prashant Bhushan, Arun Jaitley, Rakhi Birla, Dr. Harshvardhan and Sushil Kumar Shinde featured in top 20

Rank in Dec-13)	Rank in (Jan-14)	Political Leaders	January	December	November	October	September	August
1	1	Narendra Modi	████████████████████	████████████████████	████████████████████	████████████████████	████████████████████	████████████████████
2	2	Arvind Kejriwal	██████████████	██████████████	████	████	████	████
3	3	Rahul Gandhi	██████████	██████	████	██████	████	████
7	4	Manmohan Singh	████	████	████	████	████	████
4	5	Sonia Gandhi	████	████	████	████	████	████
10	6	Kumar Vishwas	████	████	████	████	████	████
43	7	Shashi Tharoor	████					
30	8	Prashant Bhushan	████					
6	9	Sheila Dixit		████	████	████		
14	10	Yogendra Yadav		████				
28	11	Arun Jaitley			████	████		████
32	12	Rakhi Birla						
23	13	Dr. Harshvardhan			████			
11	14	L K Advani				████	████	████
17	15	Manish Sisodia						
33	16	Sushil Kumar Shinde						
8	17	Atal Bihari Vajpayee		████	████			
5	18	Anna Hazare		████				
9	19	Lalu prasad Yadav		████		████		
15	20	Rajnath Singh						

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 when compared to December 2013.

Shashi Tharoor, Prashant Bhushan and Yogendra Yadav were the top three gainers for the month of 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, AAP 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 som 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

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	62,374	72,440	22,679	51,606	36,315	56,728	11,480	7,282	50,715	61,909	1,532	3,012	2,460	6,316	779	3,043	2,567	8,939	189	1,107
 Arvind Kejriwal	16,255	13,061	14,034	11,762	69,586	96,281	4,232	13,169	8,459	64,913	406	540	1,681	11,746	435	295	1,942	1,414	70	333
 Rahul Gandhi	7,656	23,552	3,595	6,713	45,491	27,400	953	2,012	10,543	21,531	255	898	2,188	12,129	100	1,475	9	1,380	6	563
 Manmohan Singh		2,897		3,787		4,137		3,942		1,129		156		176		57		1,123		366
 Sonia Gandhi	5,924	4,766	512	1,114	9,898	4,401	619	940	4,293	2,377	6	38	251	208	149	337	2	844	3	45
	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14	Dec-13	Jan-14

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	
Narendra Modi	44%	80%	100%	91%	42%	71%	50%	100%	28%	81%	100%	100%	100%	100%	100%	100%	100%			
Arvind Kejriwal	80%	45%	21%	37%	71%	64%	90%	100%	62%	60%			92%					100%		
Rahul Gandhi	32%	88%	50%	44%	79%	84%			99%	57%		100%	21%	36%	64%			100%		
Manmohan Singh		91%		97%		96%		86%		88%			100%					36%	64%	100%
Sonia Gandhi	30%	81%	100%	68%	100%	98%	33%	100%	51%	92%			100%	100%				35%	65%	
	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec	Jan

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 with the subject line 'corrections'.

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