



**blogworks**

most  
mentioned

**political leaders**

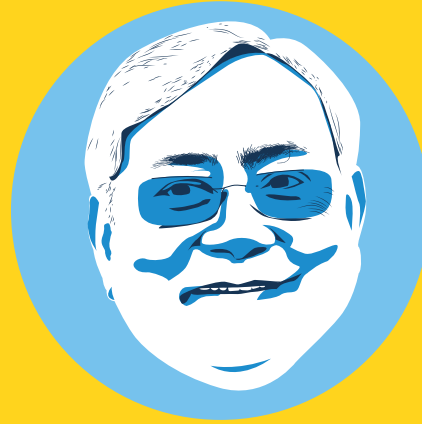
june 2013

#indiasmostmentioned

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*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 is a monthly barometer of public mood and conversations about the top political leaders on social media in India.*

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# BACKGROUND

The 3<sup>rd</sup> edition of 'Blogworks India's Most Mentioned Political Leaders' analyses online mentions of the top 20 political leaders being talked about, during June 2013 in comparison to May 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

- Narendra Modi continues to be at the top of the Most Mentioned Political Leaders Index with almost five times more buzz than LK Advani at the 2<sup>nd</sup> position.
- LK Advani, who was at the 5<sup>th</sup> position in May 2013, moved up to the 2<sup>nd</sup> position in June 2013.
- Nitish Kumar, who had dropped to the 17<sup>th</sup> position in May 2013, climbed to the 4<sup>th</sup> position in June 2013. This is the first time since we started tracking conversations in January 2013 that Nitish Kumar made it into the top 5 of the Most Mentioned Political Leaders Index.
- Prime Minister Manmohan Singh dropped out of top 5 rankings to the 6<sup>th</sup> position in June 2013, down from the 2<sup>nd</sup> position in May 2013.
- Arvind Kejriwal, who was the 5<sup>th</sup> most mentioned politician in our January – April edition, dropped to the 6<sup>th</sup> position in the month of May and further saw a fall to the 7<sup>th</sup> position in June 2013.

# THEMES & SENTIMENT

**Narendra Modi:** 'Development & economy', the theme around which most mentions of Narendra Modi were found, has seen a drop in conversations over a period of time. Though there have been more conversations on this theme in June 2013 as compared to the previous month, there has been a decline when compared to the 1<sup>st</sup> edition of our report based on January – April 2013. 'Law, order & internal affairs' is the leading theme now.

Mentions under 'Law, order & internal affairs' and 'Caste & religion' increased in June 2013. There were contrasting conversations where on one hand, some people praised Narendra Modi for having maintained law and order in Gujarat since 2003 resulting in the state remaining riot-free, and on the other hand, people talked about his alleged role in the 2002 riots and criticized his communal image. 'Development & economy' was the third most talked-about theme in the month of June 2013.

His meeting with farmers at a livestock and dairy conference, and initiating Kanya Kelavni (women care) and Sala Praveshotsav contributed to an increase in positive mentions under 'Development & economy' and 'Women safety & security' respectively.

His visit to Uttarakhand to review rescue work was a key conversation driver during June 2013.

# THEMES & SENTIMENT

**LK Advani:** In June 2013, there were a large number of conversations around the Babri Masjid demolition, with reference to LK Advani. This contributed significantly to his mentions under 'Caste & religion', and was the most mentioned theme for him.

Both positive and negative sentiment decreased marginally for LK Advani in June as compared to May 2013. Major decrease of negative sentiment was seen under the themes 'Corruption' and 'Development & economy'.

**Sonia Gandhi:** 'Corruption' related mentions continued to dominate the conversations for Sonia Gandhi. Her visit to Jammu and Kashmir with the agenda of development contributed to an increase in mentions for her under the 'Development & economy' theme.

'Law, order & internal affairs', 'Corruption' and 'Development & economy' continue to be the 3 key drivers of negative sentiment for Sonia Gandhi in the month of June.

**Rahul Gandhi:** 'Caste & religion' was the most mentioned theme for Rahul Gandhi in June 2013, followed by 'Corruption'. His statement that the Indian flag is his religion was widely shared by users on social media channels.

There was a surge in negative sentiment under the themes 'Law, order & internal affairs', 'Development & economy' and 'Corruption', with users expressing discontent with his lack of response during calamities such as the Uttarakhand floods, and being seen as the beneficiary of corrupt dynasty politics.

# THEMES & SENTIMENT

**Nitish Kumar:** Mentions for Nitish Kumar under 'Caste & religion' increased in June 2013. His statement on LK Advani being a secular leader was criticised by users, PM Manmohan Singh calling Nitish Kumar, a secular leader, received mixed responses from users.

'Development & economy' contributed most to the surge in negative mentions for the month of June. His claims of development in Bihar were criticised by people.

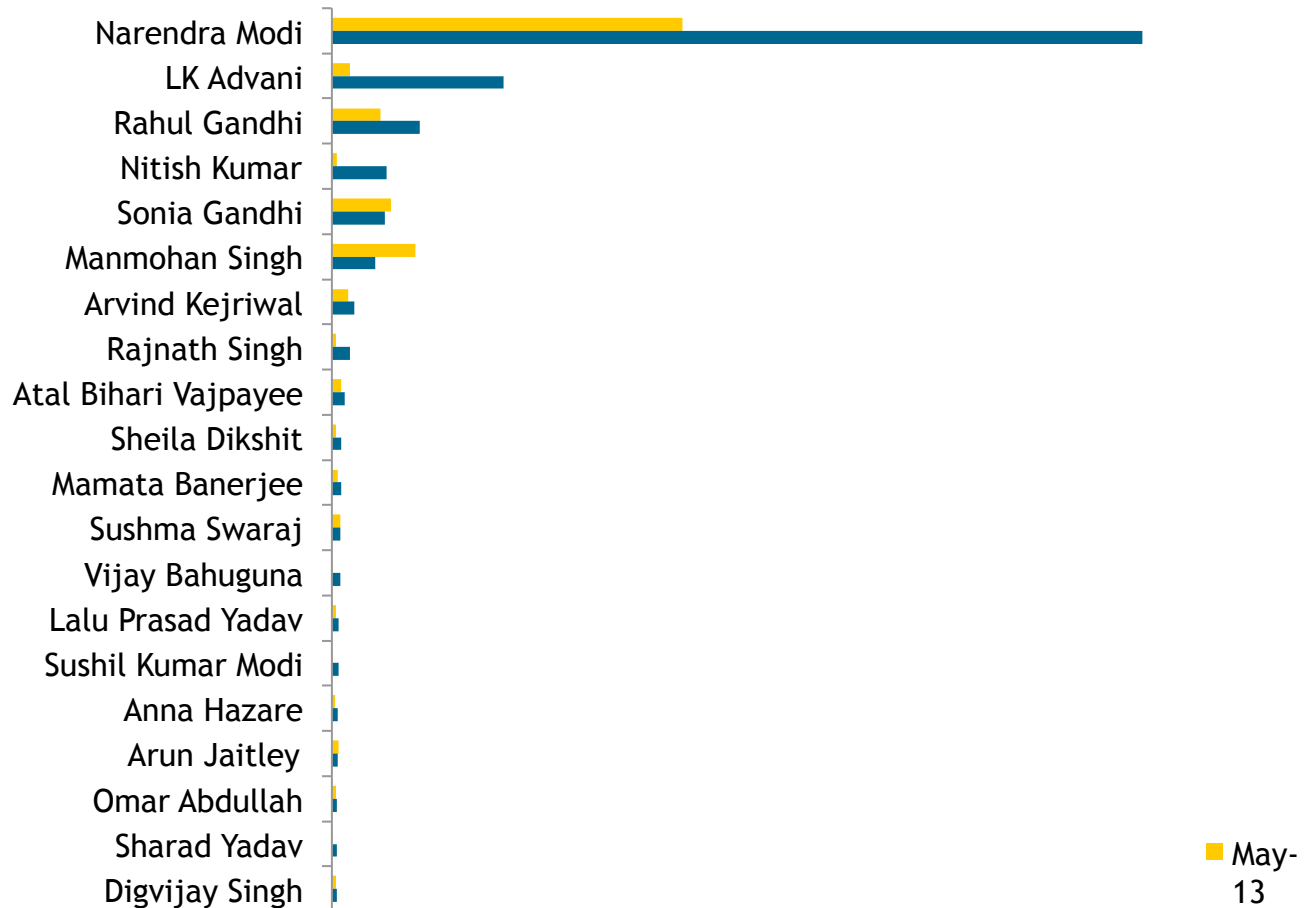
**Arvind Kejriwal:** 'Development & economy' was the second most mentioned theme for Arvind Kejriwal. He was perceived as a pro-development and honest political leader by the users.

'Caste & religion' saw an increase in positive mentions for him along with 'Corruption' and 'Development & economy'. This contributed to an overall increase in positive mentions for him.

**Sushma Swaraj:** Some users spoke of her as a communal leader contributing to higher mentions under the 'Caste & religion' theme.

An increase in positive mentions under 'Corruption' and 'Development & economy' contributed to an overall increase in positive mentions, while negative mentions were due to some users referring to her as a communal leader.

# BUZZ AND RANK SUMMARY — MAY 2013 VS. JUNE 2013





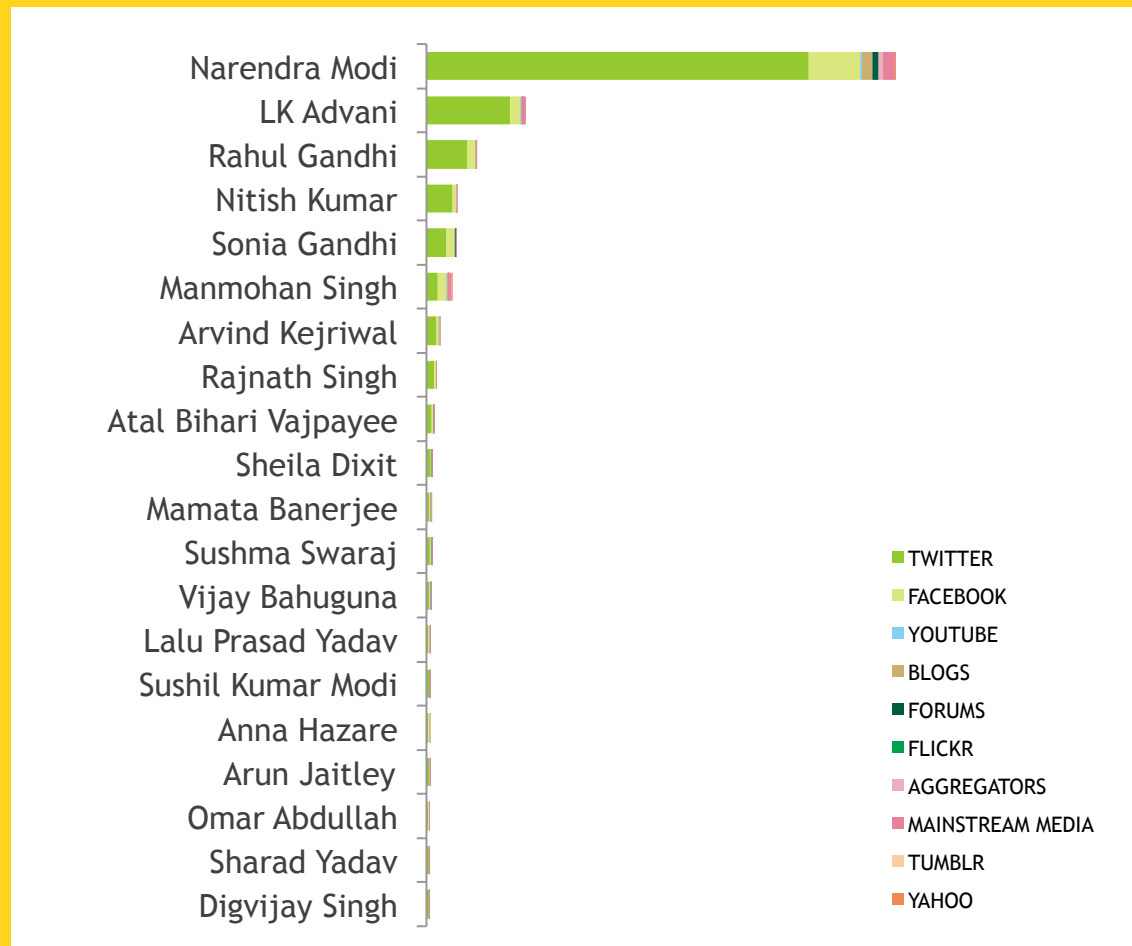
## BUZZ AND RANK SUMMARY – MAY 2013 VS. JUNE 2013

LK Advani's resignation from the BJP, followed by the withdrawal of his resignation was the key conversation driver for the month. This led to a jump in his rank from the 5<sup>th</sup> position in May 2013 to the 2<sup>nd</sup> position in June 2013.

Nitish Kumar's action of breaking all ties of JD(U) with NDA received mixed reactions from users. Prime Minister Manmohan Singh calling Nitish Kumar a secular political leader after his separation from the NDA was another major conversation driver. This resulted in a jump in rank for Nitish Kumar from the 17<sup>th</sup> position in May 2013 to the 4<sup>th</sup> position in June 2013.

Rank		Political Leader	Buzz	
May	June		May	June
1	1	Narendra Modi	421,321	974,978
5	2	LK Advani	21,827	206,142
4	3	Rahul Gandhi	58,642	105,991
17	4	Nitish Kumar	5,947	65,780
3	5	Sonia Gandhi	70,881	64,205
2	6	Manmohan Singh	100,341	52,403
6	7	Arvind Kejriwal	19,694	27,209
19	8	Rajnath Singh	5,208	21,617
10	9	Atal Bihari Vajpayee	11,594	15,603
22	10	Sheila Dikshit	5,151	11,275
15	11	Mamata Banerjee	7,155	10,808
11	12	Sushma Swaraj	10,125	10,696
85	13	Vijay Bahuguna	146	10,658
21	14	Lalu Prasad Yadav	5,164	8,096
80	15	Sushil Kumar Modi	622	7,876
24	16	Anna Hazare	4,310	7,549
13	17	Arun Jaitley	8,425	7,464
18	18	Omar Abdullah	5,332	6,219
56	19	Sharad Yadav	1,009	5,882
20	20	Digvijay Singh	5,207	5,782

# CHANNELS



Twitter continued to be the top channel in June 2013.

More than 30% of the volume of available conversations on Facebook were focused on Anna Hazare, Omar Abdullah and Manmohan Singh.

# DEPTH OF ENGAGEMENT

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	974,978	114,145,792	139,633
LK Advani	206,142	42,435,480	36,613
Rahul Gandhi	105,991	31,150,889	24,018
Nitish Kumar	65,780	17,300,415	14,011
Sonia Gandhi	64,205	16,867,050	13,532
Manmohan Singh	52,403	22,940,567	11,987
Arvind Kejriwal	27,209	10,477,183	6,775
Rajnath Singh	21,617	13,398,502	6,701
Atal Bihari Vajpayee	15,603	10,781,164	5,319
Sheila Dikshit	11,275	8,707,424	4,058
Mamata Banerjee	10,808	8,140,669	3,119
Sushma Swaraj	10,696	8,676,027	3,977
Vijay Bahuguna	10,658	9,474,141	3,504
Lalu Prasad Yadav	8,096	7,703,951	2,565
Sushil Kumar Modi	7,876	6,680,902	2,798
Anna Hazare	7,549	6,539,627	2,457
Arun Jaitley	7,464	11,994,461	3,060
Omar Abdullah	6,219	5,834,085	1,654
Sharad Yadav	5,882	6,479,957	2,427
Digvijay Singh	5,782	3,123,515	2,771

Mentions of Narendra Modi almost doubled in June. However, the total number of unique authors increased by just 31%. This indicates that while people mentioning Narendra Modi are engaging frequently, the size of community mentioning him is not increasing at similar rate.

LK Advani's resignation from the BJP and his subsequent withdrawal of the resignation, and Nitish Kumar's party breaking away from the BJP saw an increase in the total number of unique authors for these two leaders by 551% and 557% respectively in June 2013.

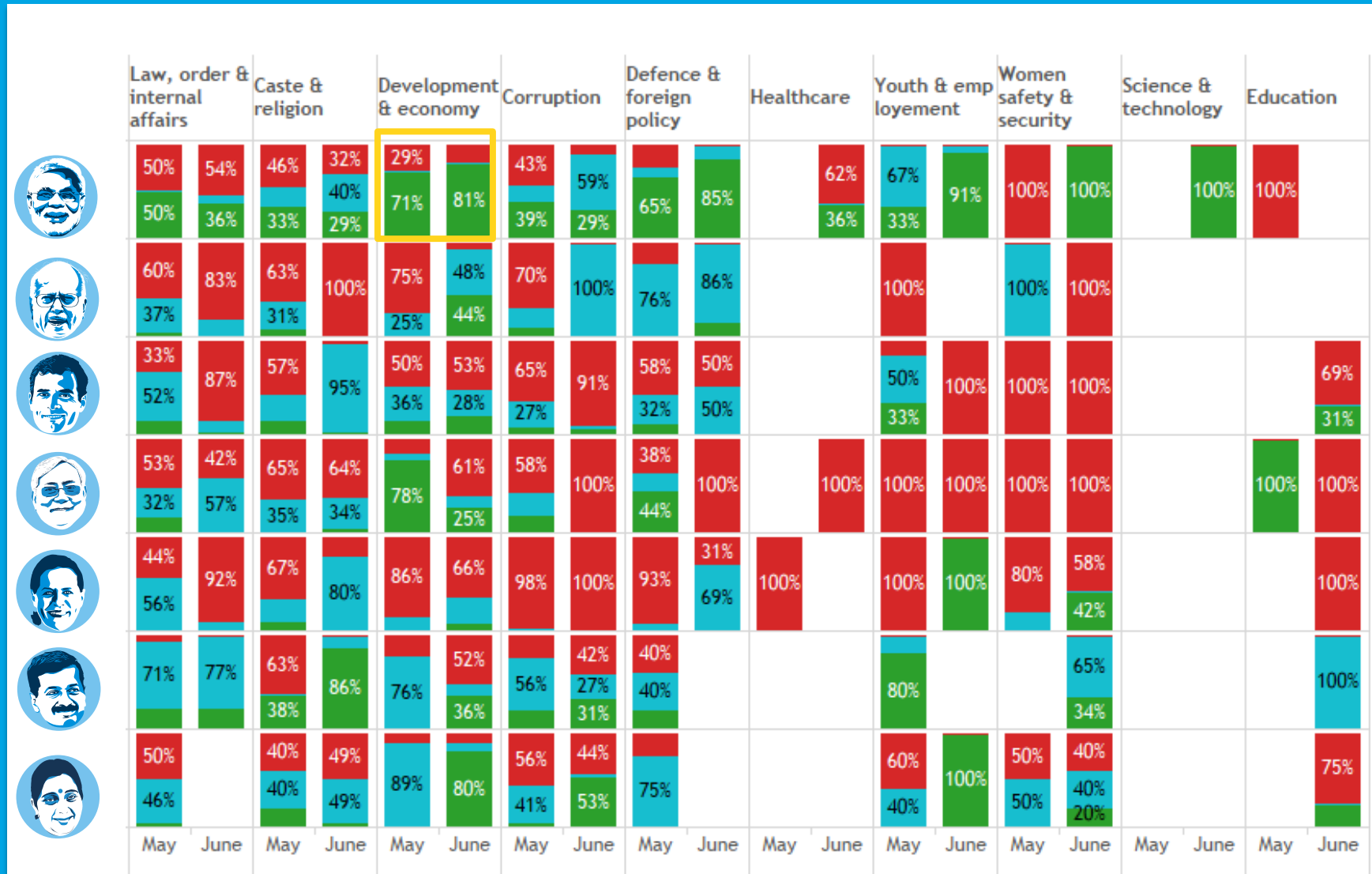
For Manmohan Singh, both total mentions and unique authors declined by 48%.

# THEMES

	Law, order & internal affairs		Caste & religion		Development & economy		Corruption		Defence & foreign policy		Healthcare		Youth & employment		Women safety & security		Science & technology		Education	
	20,731	30,179	34,902	50,284	16,581	27,728	16,326	21,236	7,781	16,228	937	16,398	3,351	8,969	4,377	2,253	231	1,699	1,109	169
	1,086	3,125	629	8,213	173	1,527	1,237	2,194	667	1,025	0	9	60	106	42	361	15	3	2	48
	6,325	1,837	2,001	3,537	4,250	2,052	5,871	2,352	3,292	1,413	9	33	2,662	126	1,374	518	93	2	30	224
	4,244	3,295	5,122	10,297	1,209	1,975	800	1,923	764	1,429	29	1,823	42	136	436	237	35	38	100	77
	4,786	2,567	1,597	2,213	2,282	1,577	8,586	3,333	3,055	710	153	20	338	104	690	265	66	5	6	169
	2,623	1,819	462	457	2,770	936	3,607	1,968	442	124	23	0	203	16	620	804	27	1	1	31
	1,759	249	184	151	179	72	1,451	152	208	36	0	0	7	5	1,309	21	2	1	0	8
	May	June	May	June	May	June	May	June	May	June	May	June	May	June	May	June	May	June	May	June



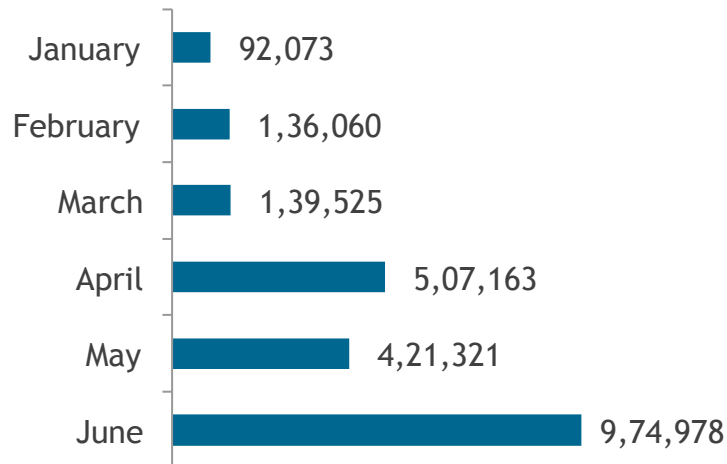
# THEMES BY SENTIMENT



# BUZZ



NARENDRA MODI



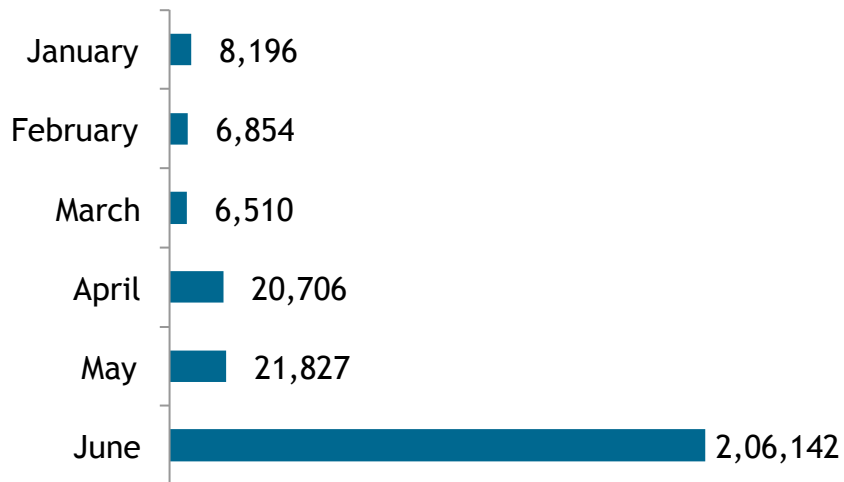
Buzz for Narendra Modi increased by 131% in June 2013.

Narendra Modi's visit to Uttarakhand and reports of his rescue efforts for the aid of flood-affected people in the state of Uttarakhand was a key conversation driver.

# BUZZ



LK ADVANI

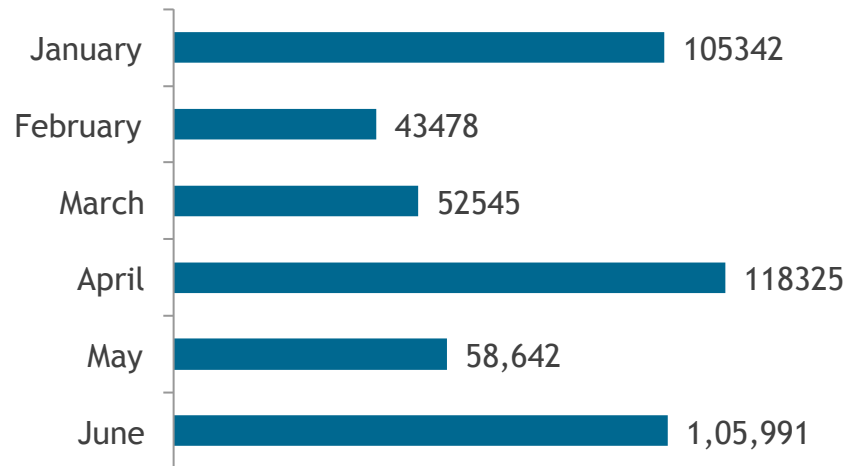


LK Advani's resignation from the BJP followed by the withdrawal of his resignation was the major conversation driver in June 2013.

# BUZZ



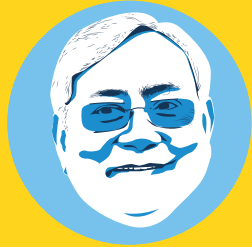
RAHUL GANDHI



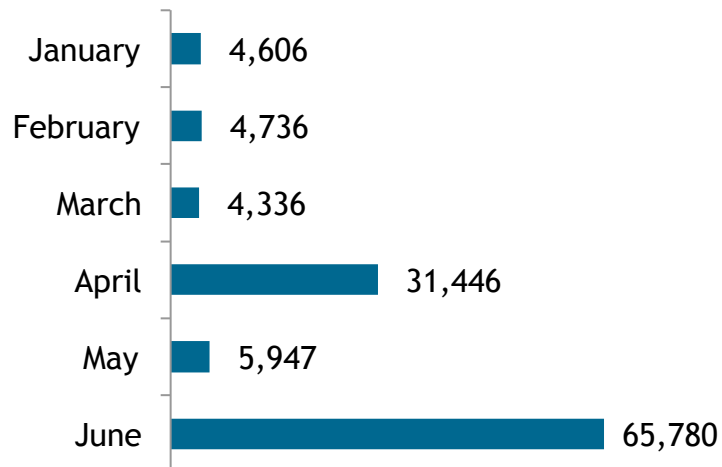
Rahul Gandhi's visit to Uttarakhand after the floods was the key conversation driver. Some users were of the opinion that in events of national calamity, Rahul Gandhi has been away or late to respond.



# BUZZ



NITISH KUMAR



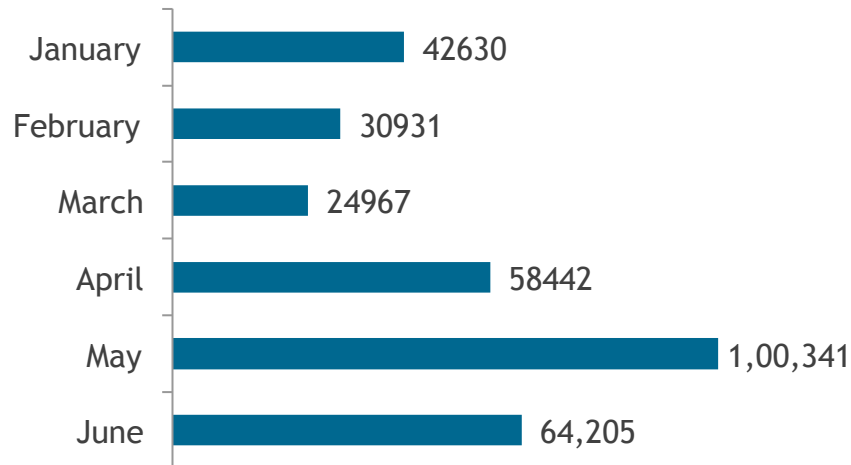
Nitish Kumar's action of breaking all ties of JD(U) with NDA received mixed reactions from users.

Prime Minister Manmohan Singh calling Nitish Kumar a secular political leader after his separation from the NDA was another conversation driver in June 2013.

# BUZZ



SONIA GANDHI



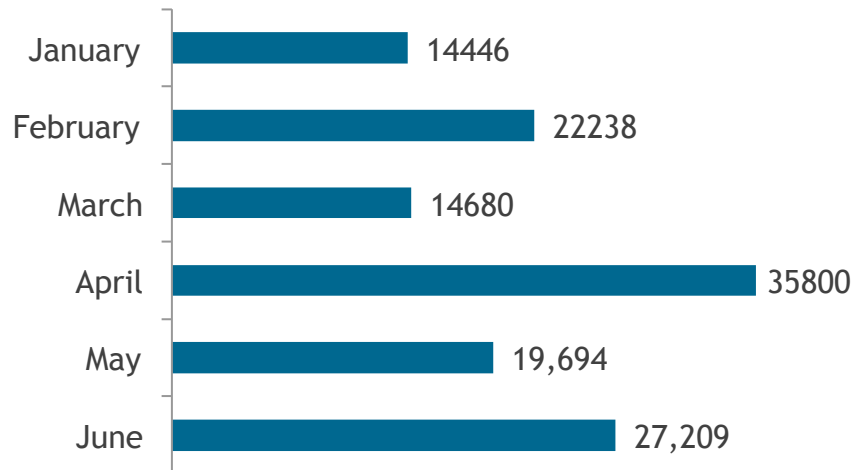
60% of the conversations about Sonia Gandhi during the month of June 2013 were negative.

Users spoke of Sonia Gandhi in context of the Uttarakhand floods, where she, along with Prime Minister Manmohan Singh, did an aerial survey of the area which allegedly halted the rescue operations for 4.5 hours.

# BUZZ



ARVIND KEJRIWAL



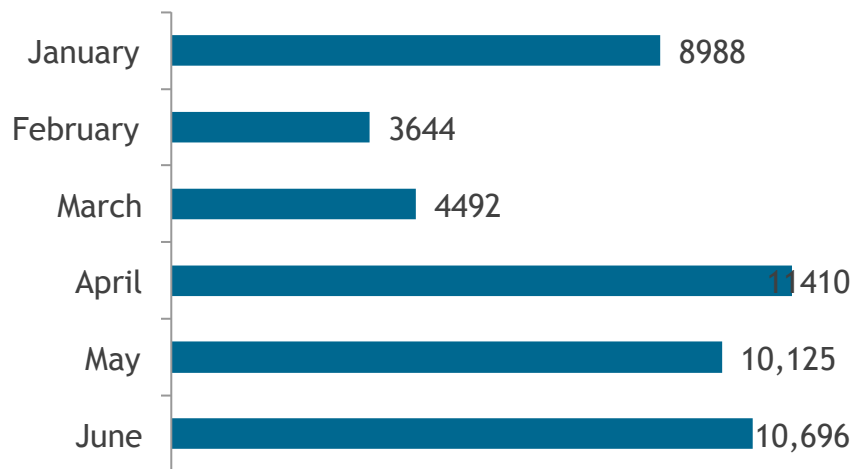
Arvind Kejriwal's invitation to Delhi Chief Minister Sheila Dikshit for an open debate and his various statements against her and her governance drove conversations in June 2013.

Arvind Kejriwal's supporters spoke of him as an alternative to the average corrupt Indian politician.

# BUZZ



SUSHMA SWARAJ

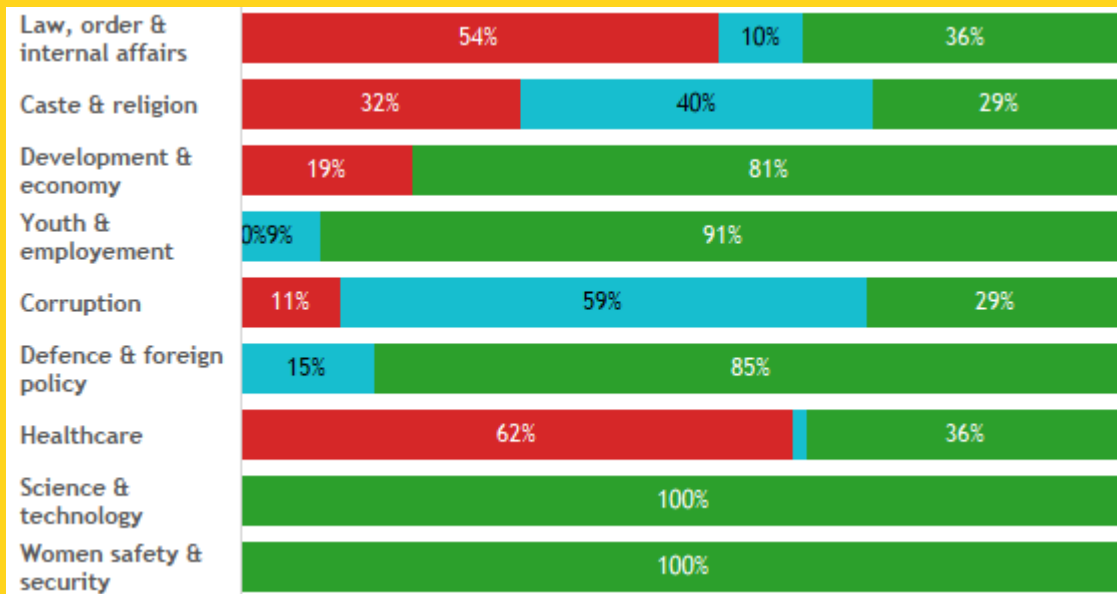


A YouTube video in which Sushma Swaraj expressed her stand on the Food Security Bill was shared widely on social media channels.

# THEMES BY SENTIMENT



NARENDRA MODI



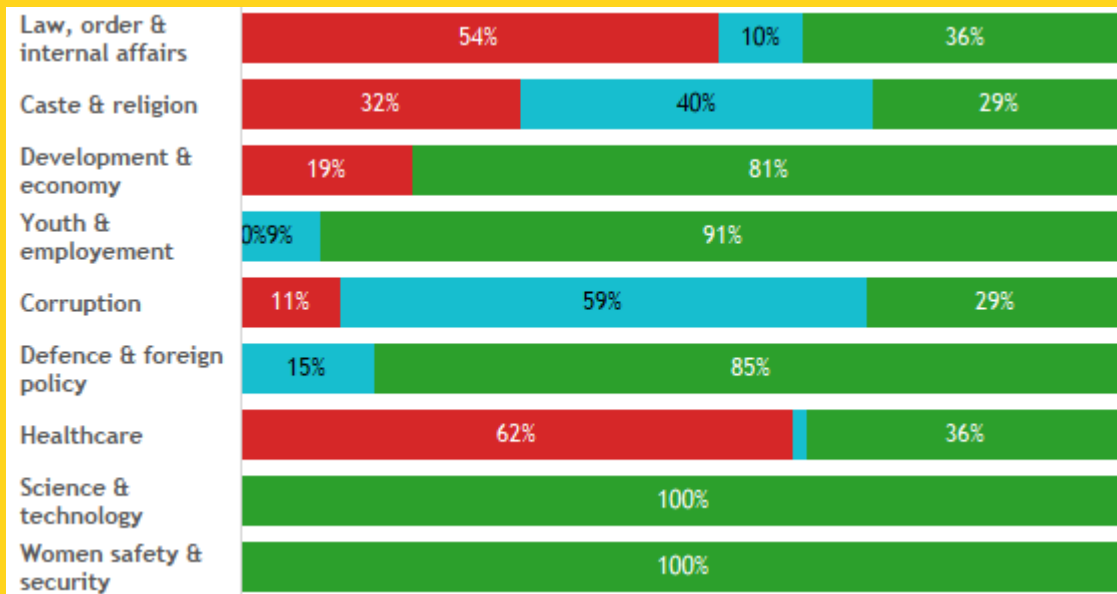
## Law, order & internal affairs

- Positive: Some users appreciated Narendra Modi for having maintained law and order in Gujarat since 2003, resulting in the state remaining riot-free.
- Negative: Narendra Modi's alleged role in Gujarat riots, and allegations that he is falsely promoting the development in Gujarat contributed to negative mentions.

# THEMES BY SENTIMENT



NARENDRA MODI



## Caste & religion

- Positive: People supporting Narendra Modi said that he is a pro-development leader, not looking to reap benefits from any caste or religion.
- Negative: His alleged role in the 2002 Gujarat riots and his communal image contributed to negative conversations among users.

# THEMES BY SENTIMENT



NARENDRA MODI



## Development & economy

- Positive: People talked about Narendra Modi attending the Livestock & Dairy Development Conference.
- Negative: People spoke negatively about the approval of Rs. 59,000 crore for Gujarat's Annual Plan, and some users felt that Narendra Modi's projection of Gujarat's development is false.

## ★ MOST SHARED CONTENT ★

1716 SHARES

**Narendra Modi** ✓  
@narendramodi

Senior leaders have reposed faith in me. We will leave no stone unturned for Congress Mukht Bharat Nirman. Thanks for support & blessings.

1236 SHARES

**Ramesh Srivats** ✓  
@rameshsrivats

Narendra Modi to lead the BJP campaign for 2014. Meh! The Congress decided their leader 42 years back.



# THEMES BY SENTIMENT



LK ADVANI



## Law, order & internal affairs

- Negative: In the wake of Advani's resignation from the BJP, his participation in the Rath Yatra in 1992 that led to the demolition of the Babri Masjid and communal riots in the country were widely discussed by users.

## Caste & religion

- Negative: Users spoke negatively about Nitish Kumar addressing LK Advani as a secular political leader, highlighting his role in the Rath Yatra and the demolition of the Babri Masjid.

## ★ MOST SHARED CONTENT ★

1459 SHARES

**Narendra Modi** ✓  
@narendramodi

Spoke to Advani ji on the phone. He gave me his blessings. Honoured and extremely grateful to receive his blessings.

 Reply  Retweet  Favorite  Buffer  More

596 SHARES

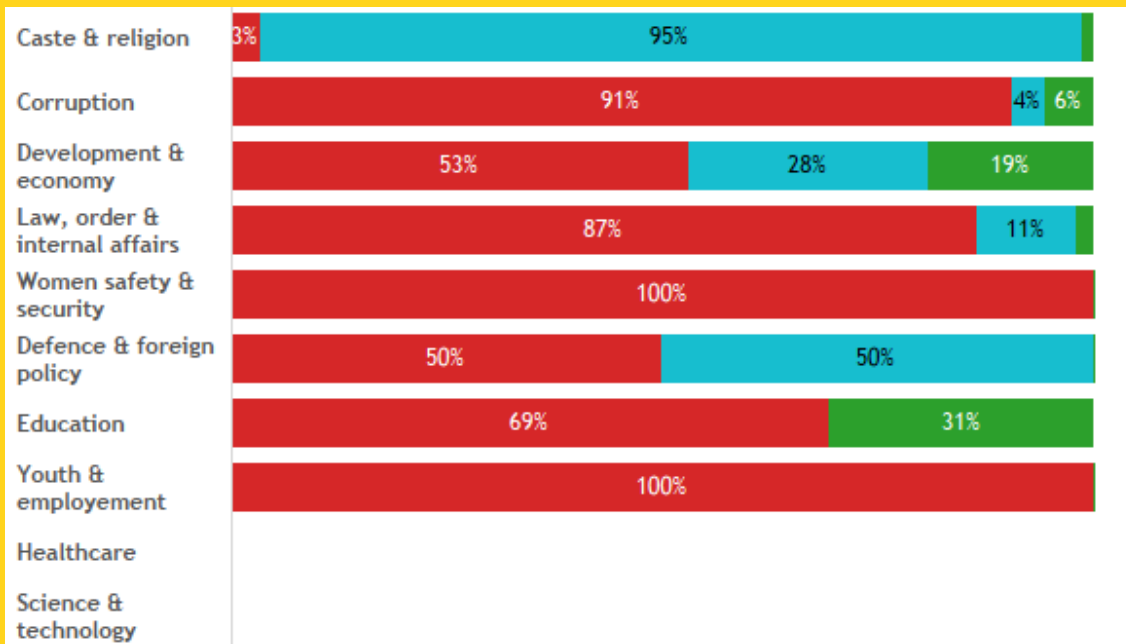
**Ramesh Srivats** ✓  
@rameshsrivats

LK Advani retires from all forms of the game - Tests, T20s and MODIs.

# THEMES BY SENTIMENT



RAHUL GANDHI



## Caste & religion

- Positive: His statement that the Indian flag is his religion was widely shared by users on social media channels.
- Negative: People mentioned Rahul Gandhi in conversations criticizing the Congress Party's claims of being a secular party.

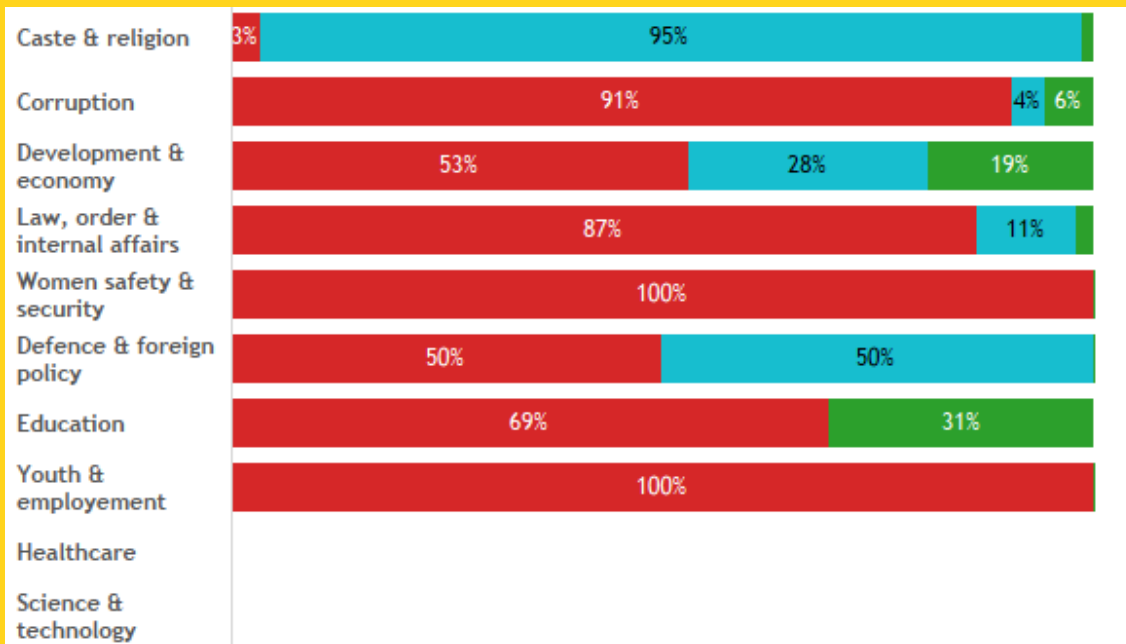
## Development & economy

- Positive: His statement supporting the participation of women for the development of the country was widely shared on social media channels.
- Negative: Rahul Gandhi was mentioned in conversations where users expressed their dissatisfaction about the falling rate of the rupee.

# THEMES BY SENTIMENT



RAHUL GANDHI



## Corruption

- Positive: People spoke positively about Rahul Gandhi being the only political leader who supported the Lokpal Bill as a constitutional body like the Election Commission.
- Negative: Rahul Gandhi was mentioned by some users as being the 'biggest beneficiary of our corrupt dynastic politics', with reference to his statement, "There is corruption in our political system."

## ★ MOST SHARED CONTENT ★

1364 SHARES



**Chetan Bhagat** ✓  
@chetan\_bhagat

Congress also choose PM nominee democratically. Choices: a) Rahul Gandhi with stubble b) Rahul Gandhi without stubble c) Rahul Gandhi with beard

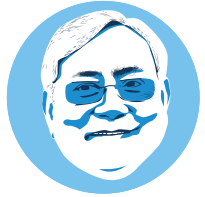
624 SHARES



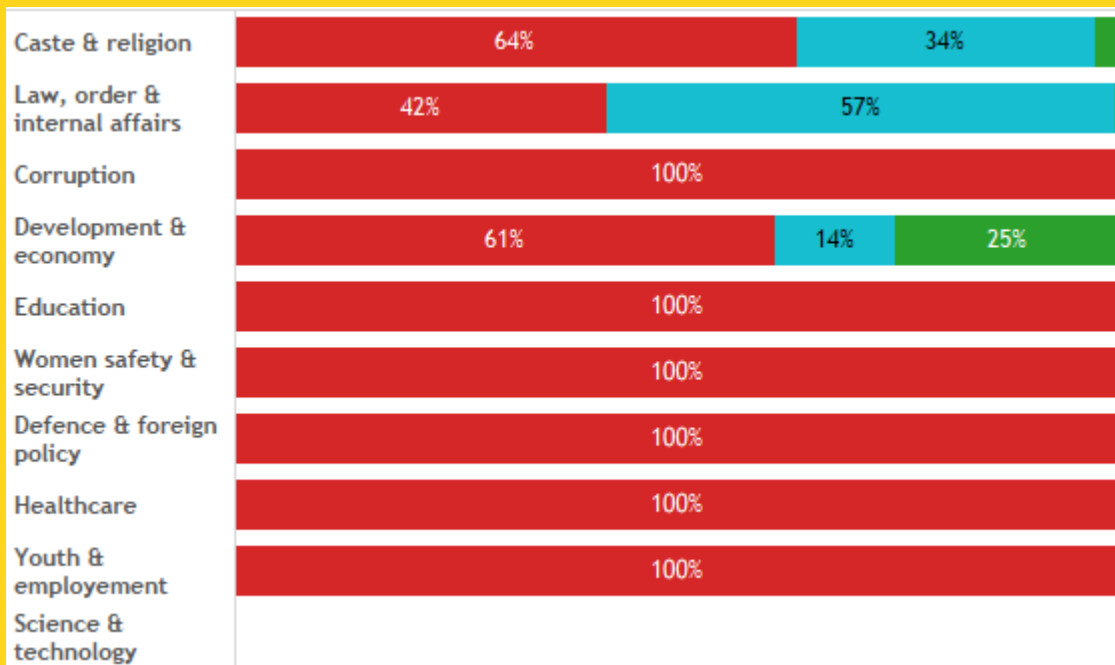
**Ramesh Srivats** ✓  
@rameshsrivats

Yay. Now it's officially a national calamity. RT @ANI\_news Rahul Gandhi reaches Uttarakhand.

# THEMES BY SENTIMENT



NITISH KUMAR



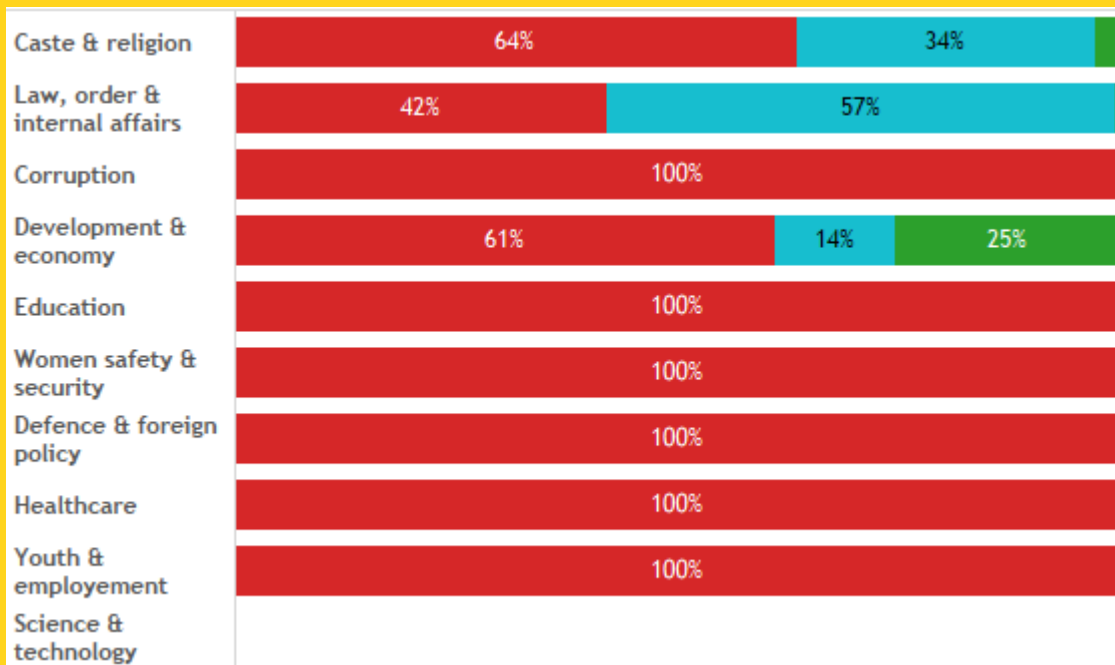
## Caste & religion

- Positive: Prime Minister Manmohan Singh calling Nitish Kumar a secular political leader contributed to positive mentions.
- Negative: Some users accused Nitish Kumar of having double standards after his separation from the NDA, highlighting statements he made in the past praising Narendra Modi on various occasions.

# THEMES BY SENTIMENT



NITISH KUMAR



## Law, order & internal affairs

- Negative: A picture from an article in a newspaper featuring a convict driving a police vehicle in Bihar, was shared by users with reference to claims of development in Bihar by Nitish Kumar.

## Corruption

- Negative: People spoke negatively about Nitish Kumar accepting the Congress Party's support to save his government in Bihar, when he had condemned corruption under Congress rule before parting from the NDA.

## ★ MOST SHARED CONTENT ★

554 SHARES



Rahul Kanwal   
@rahulkanwal



Nitish Kumar says @narendramodi is autocratic. Ask any JDU leader & he'll tell you Nitish is as dictatorial if not more. Hypocritical charge

289 SHARES



The Bad Doctor  
@doctoratlarge



It's not surprising that Nitish Kumar broke away from BJP because of Modi. What is laughable is that he thinks BJP without Modi was secular



# THEMES BY SENTIMENT



SONIA GANDHI



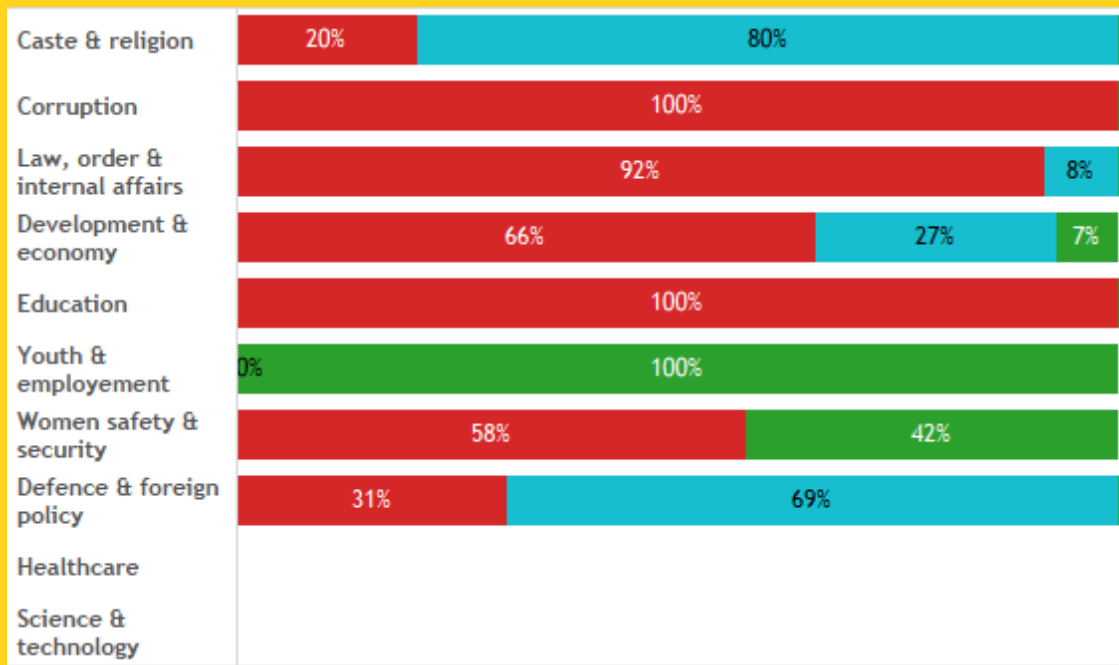
## Caste & religion

- Negative: An article published in Media Newline, stated that journalists lost their jobs for carrying stories against All India Congress Committee (AICC) president, Sonia Gandhi. This was shared widely on social media channels, in reference to the Congress Party's claims of being a liberal and secular party.

# THEMES BY SENTIMENT



SONIA GANDHI



## Corruption

- Negative: Sonia Gandhi's alleged involvement in various scams, and inaction with respect to allegations against other UPA leaders contributed to negative mentions.

## Law, order & internal affairs

- Negative: Users spoke negatively about the governance in India by the Sonia Gandhi-led UPA government, where rapes, and scams have increased and economy has suffered.

## ★ MOST SHARED CONTENT ★

546 SHARES



**Pritish Nandy** ✓  
@PritishNandy



**#JustAsking** Does media dare ask Sonia Gandhi why she doesn't resign when her son-in-law gets into controversy?

471 SHARES



**Kamal Hak**  
@KamalHak

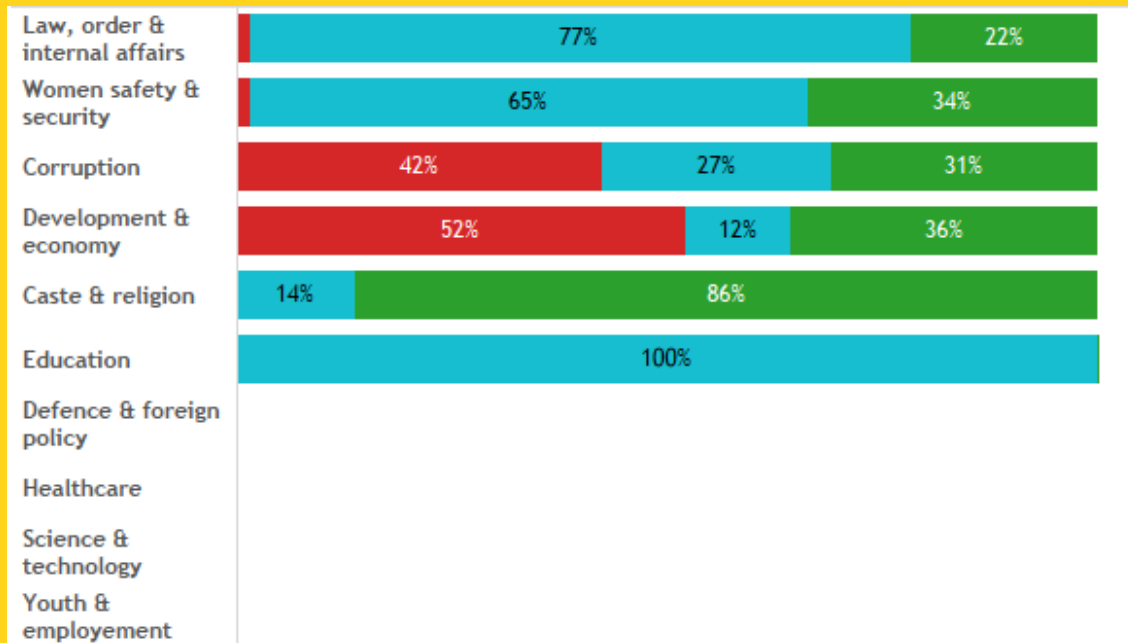


Yaseen Mallik is Gandhian, Owaisi a secular, Modi a communal, Sonia Gandhi a democrat, Rahul Gandhi a true leader and rest of us fools.

# THEMES BY SENTIMENT



ARVIND KEJRIWAL



## Law, order & internal affairs

- Positive: Arvind Kejriwal's support in helping a woman register a rape FIR after the police's initial refusal was widely shared on social media channels.

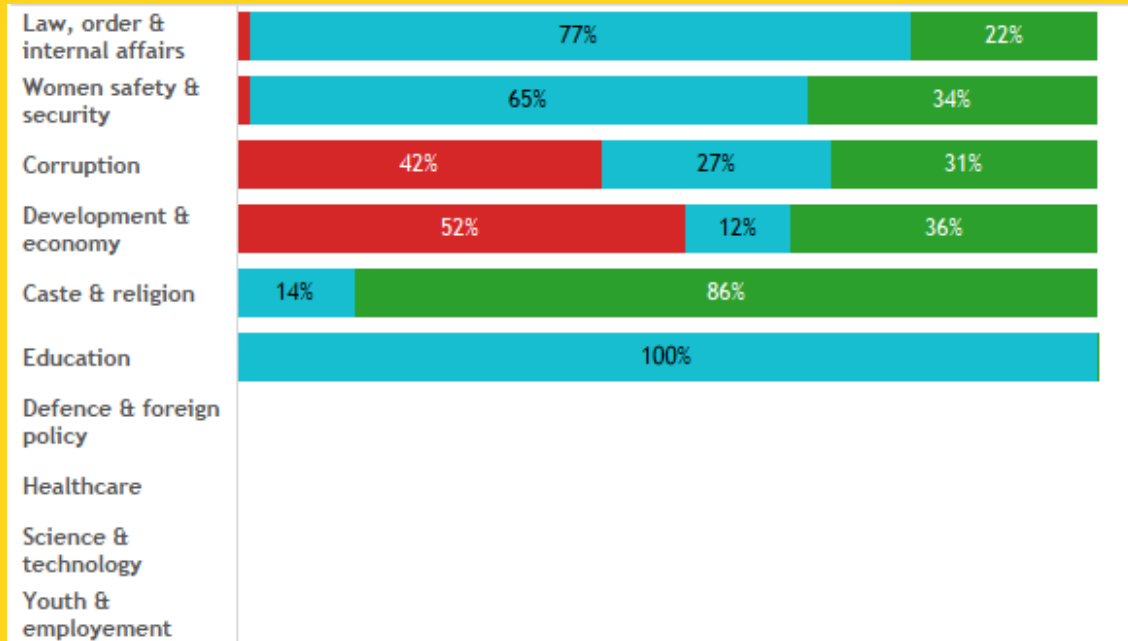
## Corruption

- Positive: Arvind Kejriwal's various statements against Sheila Dikshit with reference to increased electricity and water cost in Delhi were widely shared.
- Negative: Users wanted to know why Arvind Kejriwal had not exposed ministers with serious criminal cases in the Karnataka Congress government.

# THEMES BY SENTIMENT



ARVIND KEJRIWAL



## Women safety & security

- Positive: Arvind Kejriwal's support in helping a woman register a rape FIR after the police's initial refusal was widely shared on social media channels.
- Negative: Arvind Kejriwal's promise to form ward-level committees to help against rape came under criticism. Users wanted to know the status of the formation of the committees, and spoke negatively about the posters AAP promoted for the security of women in Delhi.

★ MOST SHARED CONTENT ★

299 SHARES



**Arvind Kejriwal** ✓  
@ArvindKejriwal

Follow

Will Akhilesh Yadav, CM of UP, do anything?

207 SHARES



**Arvind Kejriwal** ✓  
@ArvindKejriwal

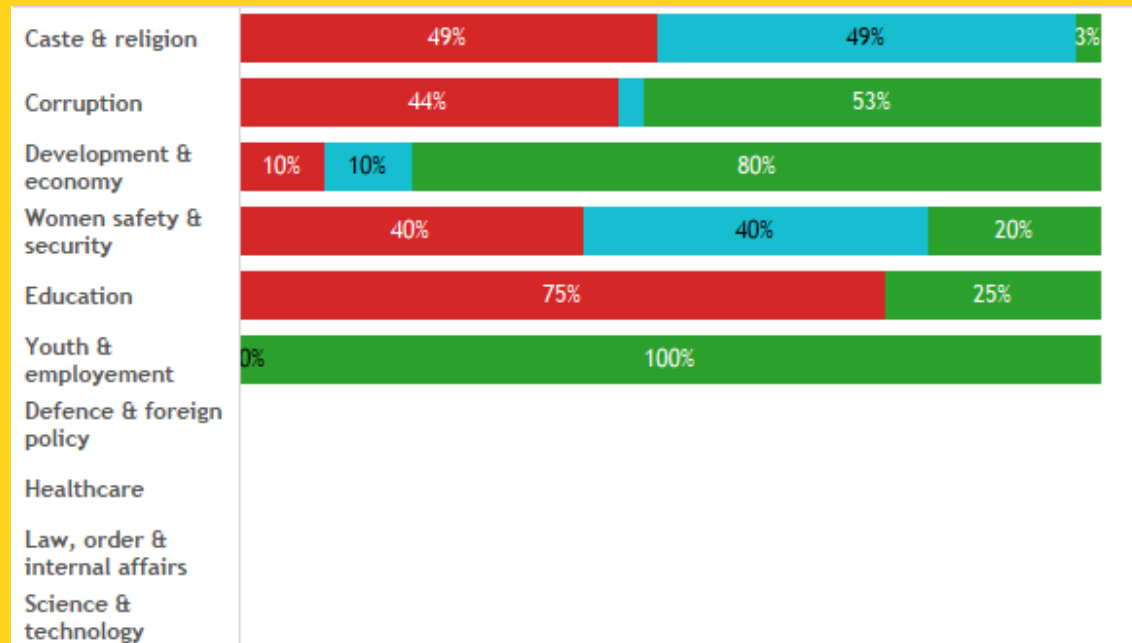
Follow

I invited Mrs Sheila Dikshit for an open debate. She refused.....

# THEMES BY SENTIMENT



SUSHMA SWARAJ



## Caste & religion

- Negative: Some users expressed their opinion of Sushma Swaraj as a communal leader.

## Corruption

- Negative: Conversations about her alleged involvement in the iron ore mining scam continued to generate negative mentions.

## Development & economy

- Positive: Users referred to her as a strong progressive-minded leader.
- Negative: Some users spoke negatively about her stand on the Food Security Bill.

## ★ MOST SHARED CONTENT ★

111 SHARES

**Sir Sri Jhunhunwala**

@jhunhunwala



BREAKING : Team of Doctors led by Dr.Rajnath Singh,Dr.Sushma Swaraj,Dr.Jaitley,Dr.Kumar sent to Advani's home to treat him for NaMonia

67 SHARES

**Rachit Seth (रचित)**

@rachitseth



We will not let Government to pass any Bill: Sushma Swaraj [youtube.com/watch?v=\\_WpMSU...](https://www.youtube.com/watch?v=_WpMSU...) cc-@SushmaSwarajBJP | NOW PLS RT !



# 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 1,748,967 mentions of various combinations of these keywords were found between 1 June and 31 June 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, LK Advani, Rahul Gandhi, Nitish Kumar, Sonia Gandhi, Arvind Kejriwal 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; 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'.

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## 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.

Visit us at [www.blogworks.in](http://www.blogworks.in). Connect with us at [conversations@blogworks.in](mailto:conversations@blogworks.in)