



blogworks

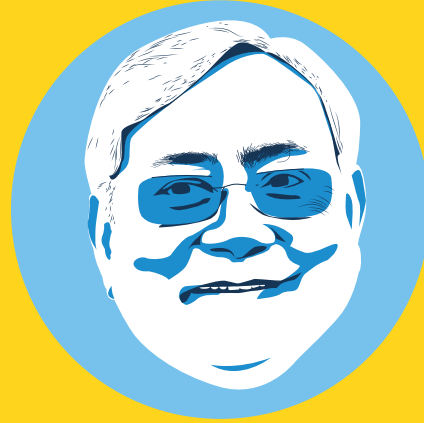
most
mentioned

political leaders

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





BACKGROUND

The 2nd edition of 'Blogworks India's Most Mentioned Political Leaders' analyses online mentions of the top 20 political leaders being talked about, during May 2013 in comparison to April 2013. Out of the top 20, we identified eight 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 and detailed reports every quarter up to the elections.

EXECUTIVE SUMMARY

Overall Buzz

- Narendra Modi continues to be at the top of the most mentioned political leaders index. However, there was a 17% dip in online buzz about him in the month of May 2013.
- Prime Minister Manmohan Singh moved up from the 3rd position in April 2013 to the 2nd position in May 2013, in terms of overall mentions.
- Rahul Gandhi's buzz declined by 50% in the month of May 2013 thereby taking him to the 4th position and Sonia Gandhi moved up to the 3rd position.
- LK Advani made an entry into the Top 5, moving up from the 9th to the 5th position in the month of May 2013, displacing Arvind Kejriwal.

THEMES

Narendra Modi: 'Caste & Religion' remains the biggest conversation driver for Modi. SIT's report exonerating Modi of blame for the Gujarat riots led to an increase in share of mentions about 'Law, order & internal affairs' and his key election plank of 'Development & economy' dropped to the third place.

Manmohan Singh: 'Defence & foreign policy' remains the biggest conversation driver; his invitation to the Chinese premier and Pakistani PM to visit India, despite recent political tension contributed to criticism by online users.

Sonia Gandhi: 'Corruption' was the top theme in May 2013, where 'Law, order & internal affairs' had been most talked-about in April 2013.

Rahul Gandhi: His visit to Raipur in the wake of the killing of Congress leaders contributed to the share of conversations under 'Law, order & internal affairs'. The recent development schemes by Congress led to an increase in the share of conversations under 'Development & economy' while 'Youth & employment' dropped sharply by 83% from April to May 2013.

THEMES

Arvind Kejriwal: While 'Corruption' remained the most talked-about theme in May 2013, there was sharp decline in volume of conversations by 79%.

Nitish Kumar: There was a 69% decline in the share of conversations under 'Development & economy' in May 2013

Sushma Swaraj: 'Corruption' became the second most mentioned theme in May 2013, an increase from April 2013. Her various statements relating to the coal allocation scam and alleged involvement in the mining scam contributed to mentions under this theme.

THEMES BY SENTIMENT

Narendra Modi: A +7% shift in positive sentiment was seen in May 2013 compared to April 2013. This shift in positive sentiment was because of him being perceived as an able leader, capable of tackling terrorism, and handling relationships with neighbouring countries.

Manmohan Singh: The share of negative sentiment increased by 47% in May 2013 from April 2013. The key drivers for this included his alleged inaction after the Chinese army crossed the Indian border, and Sarabjit Singh's killing in a Pakistani prison, and his alleged involvement in the 2G Spectrum and coal block allocation cases.

Sonia Gandhi: The volume of negative mentions under 'Corruption' increased, because users compared Sonia Gandhi to BCCI chief Srinivasan, saying that if Srinivasan had to step down because of his son-in-law's involvement in betting, then why did Sonia Gandhi not step down when Robert Vadra was accused of unfair purchasing of properties from DLF.

THEMES BY SENTIMENT

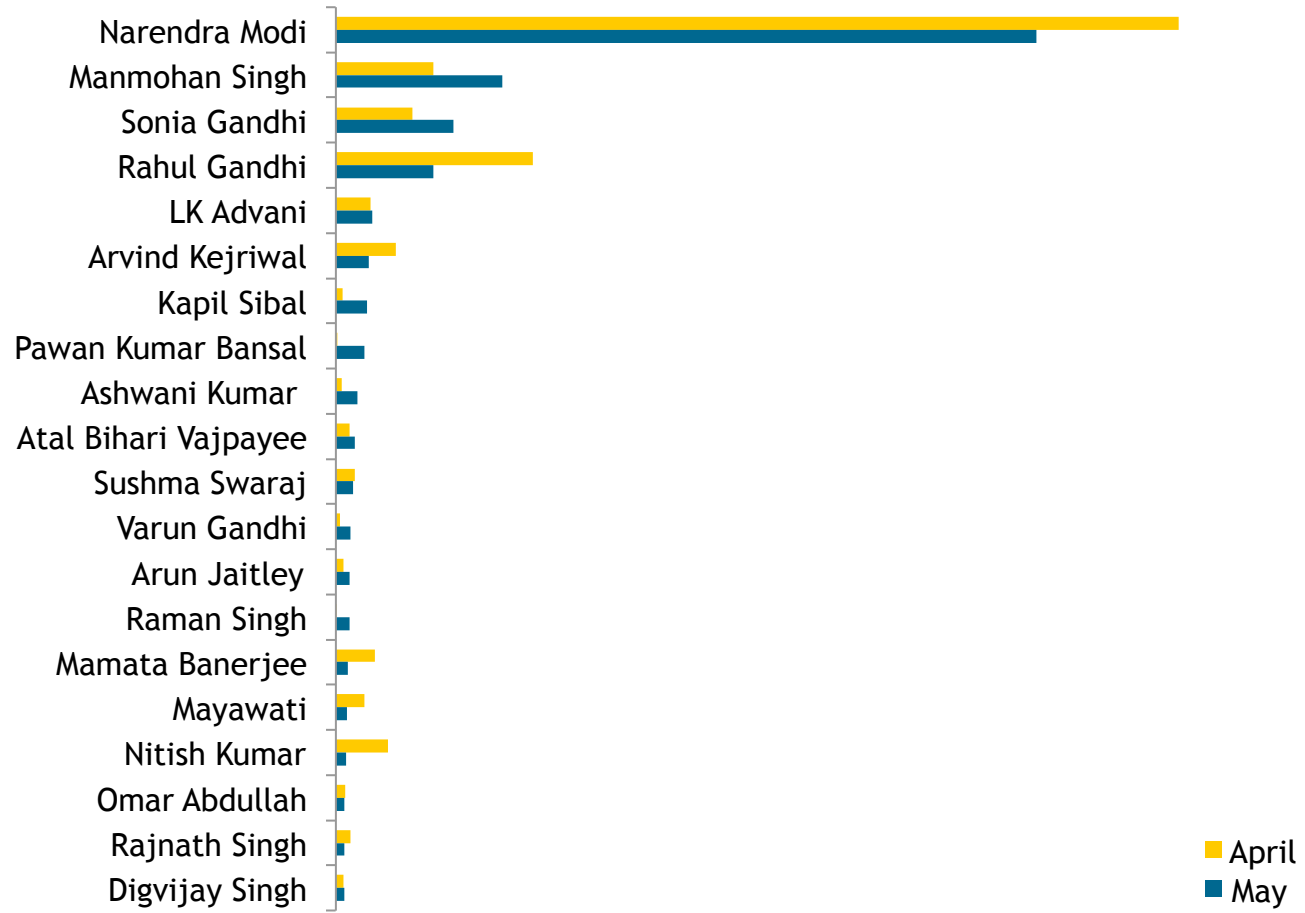
Rahul Gandhi: The volume of negative mentions increased under 'Defence & foreign policy', because users were dissatisfied with his silence when army personnel were killed in J&K by the Pakistani Army.

Arvind Kejriwal: There has been a significant drop in the share of positive sentiment around his key plank of activism – 'Corruption'. From 58% in April, the share of positive sentiment dropped to 20% in May 2013.

Sushma Swaraj: Her alleged involvement in the mining scam contributed to a higher share of negative mentions in May 2013.

Nitish Kumar: There was a marginal decline in negative mentions around 'Caste & religion' and 'Corruption'. There was an increase in the percentage share of positive mentions in 'Development & Economy', though absolute volume of conversations dropped by 80%.

BUZZ AND RANK SUMMARY — APRIL 2013 VS. MAY 2013



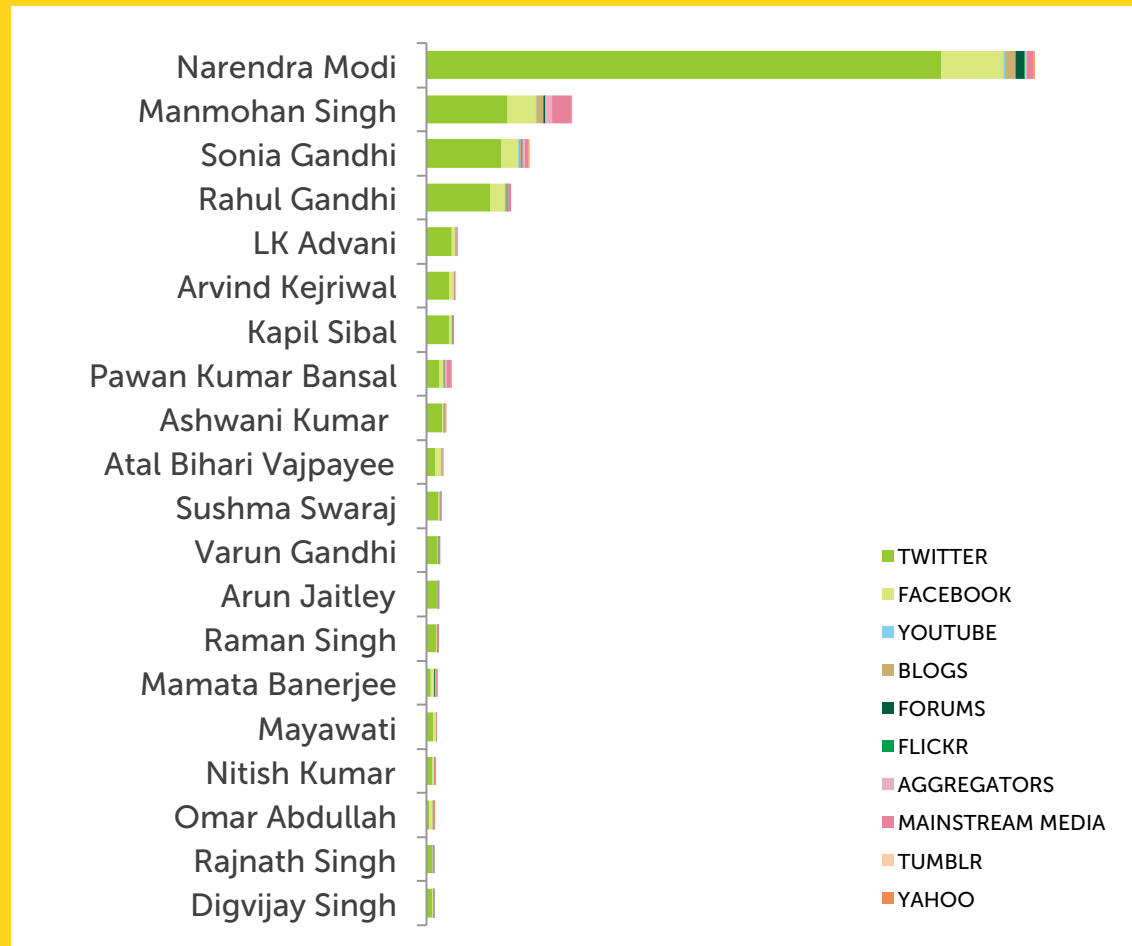
BUZZ AND RANK SUMMARY – APRIL 2013 VS. MAY 2013

Kapil Sibal, Pawan Kumar Bansal and Ashwani Kumar entered the top 20 in May 2013 because of the Vodafone tax case, the Indian Railway bribery case, and irregularities in the awarding of mining rights respectively.

LK Advani made an entry in the top 5 because of a large volume of conversations about his statement in the news, not favoring Narendra Modi as the Prime Ministerial candidate.

Rank		Political Leader	Buzz	
April	May		April	May
1	1	Narendra Modi	507,163	421,321
3	2	Manmohan Singh	58,442	100,341
4	3	Sonia Gandhi	45,920	70,881
2	4	Rahul Gandhi	118,325	58,642
9	5	LK Advani	20,706	21,827
5	6	Arvind Kejriwal	35,800	19,694
23	7	Kapil Sibal	3,988	18,567
55	8	Pawan Kumar Bansal	970	17,026
25	9	Ashwani Kumar	3,456	13,153
15	10	Atal Bihari Vajpayee	8,046	11,594
11	11	Sushma Swaraj	11,410	10,125
32	12	Varun Gandhi	2,410	8,877
21	13	Arun Jaitley	4,778	8,425
64	14	Raman Singh	576	8,372
8	15	Mamata Banerjee	23,684	7,155
10	16	Mayawati	17,305	6,866
6	17	Nitish Kumar	31,446	5,947
20	18	Omar Abdullah	5,825	5,332
13	19	Rajnath Singh	8,878	5,208
22	20	Digvijay Singh	4,375	5,207

CHANNELS



Twitter continued to be the top channel in May 2013.

It is significant to note that Omar Abdullah had higher mentions on Facebook than Twitter in the month of May 2013.

DEPTH OF ENGAGEMENT

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	421,321	86,441,128	106,552
Manmohan Singh	100,341	32,835,568	22,837
Sonia Gandhi	70,881	26,642,208	15,669
Rahul Gandhi	58,642	24,466,067	16,816
LK Advani	21,827	16,666,940	5,621
Arvind Kejriwal	19,694	8,774,806	5,659
Kapil Sibal	18,567	14,708,736	7,250
Pawan Kumar Bansal	17,026	9,544,113	4,195
Ashwani Kumar	13,153	11,011,100	5,029
Atal Bihari Vajpayee	11,594	6,905,292	3,128
Sushma Swaraj	10,125	9,234,847	3,614
Varun Gandhi	8,877	8,274,240	3,450
Arun Jaitley	8,425	10,239,884	3,464
Raman Singh	8,372	6,904,533	2,695
Mamata Banerjee	7,155	5,993,695	1,697
Mayawati	6,866	8,212,972	3,366
Nitish Kumar	5,947	5,944,131	2,132
Omar Abdullah	5,332	4,335,631	1,092
Rajnath Singh	5,208	5,029,160	2,143
Digvijay Singh	5,207	3,798,149	2,609

THEMES

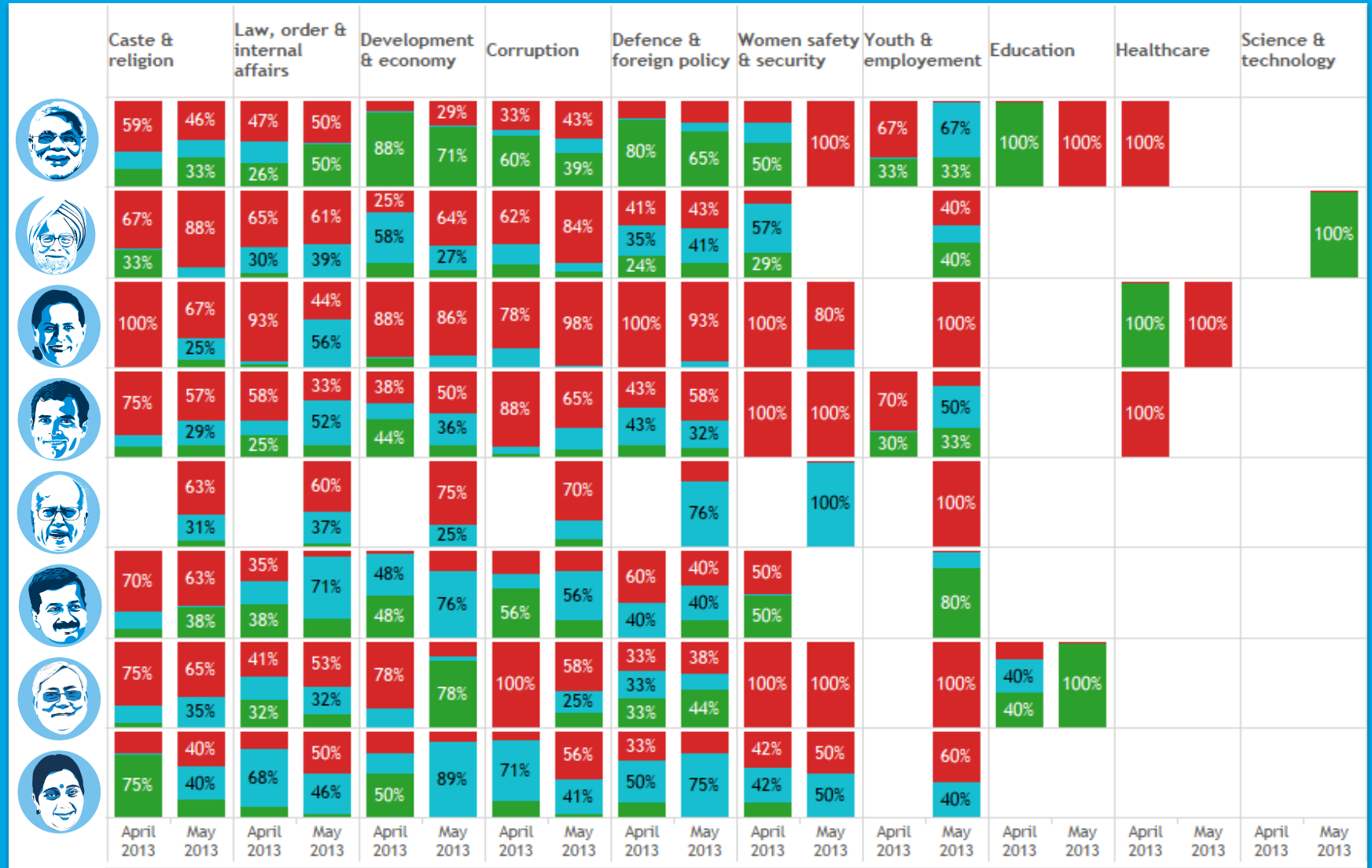
	Caste and religion		Development & economy		Law & Order and Internal affairs		Corruption		Defense & Foreign policy		Youth and employment		Women safety & security		Healthcare		Education		Science & Technology	
	69,498	34,902	48,160	16,581	30,057	20,731	28,038	16,326	17,775	7,781	9,635	3,351	6,996	4,377	3,210	937	2,050	1,109	1,039	231
	983	1,143	4,326	3,944	6,316	5,537	7,931	11,348	10,106	13,089	160	497	2,691	684	159	40	29	4	308	327
	738	1,597	1,557	2,282	7,391	4,786	5,062	8,586	4,645	3,055	192	338	3,824	690	229	153	15	6	29	66
	7,572	2,001	12,850	4,250	20,886	6,325	17,380	5,871	13,057	3,292	15,929	2,662	6,202	1,374	767	9	628	30	1,246	93
		629		173		1,086		1,237		667		60		42		0		2		15
	1,161	462	3,736	2,770	4,403	2,623	17,462	3,607	2,140	442	695	203	1,320	620	58	23	138	1	82	27
	5,954	5,122	3,908	1,209	4,488	4,244	1,178	800	953	764	191	42	899	436	137	29	192	100	118	35
	937	184	909	179	4,843	1,759	1,737	1,451	4,092	208	241	7	2,390	1,309	18	0	45	0	32	2
	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013	April 2013	May 2013



THEMES BY SENTIMENT



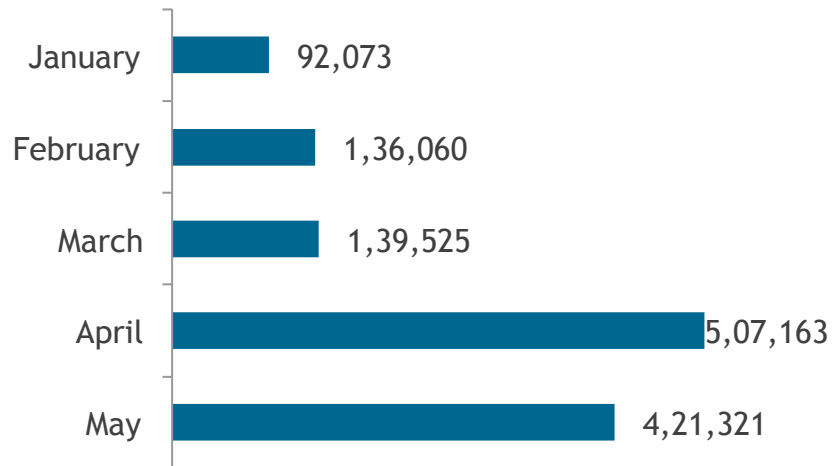
THEMES BY SENTIMENT



BUZZ



NARENDRA MODI



Buzz for Narendra Modi declined by 17% in May 2013.

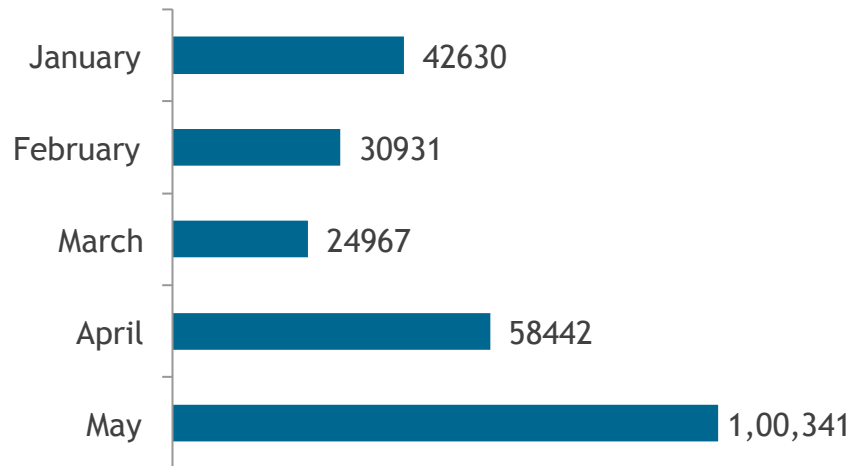
Narendra Modi's statement slamming Congress for being a corrupt and 'weak' government drove online conversations in the month of May 2013.

His comments about the death of Sarabjit Singh, blaming the government for misleading the nation, was another key conversation driver.

BUZZ



MANMOHAN SINGH



Prime Minister Manmohan Singh moved up from the 3rd position in April 2013 to the 2nd position in May 2013, in terms of overall mentions.

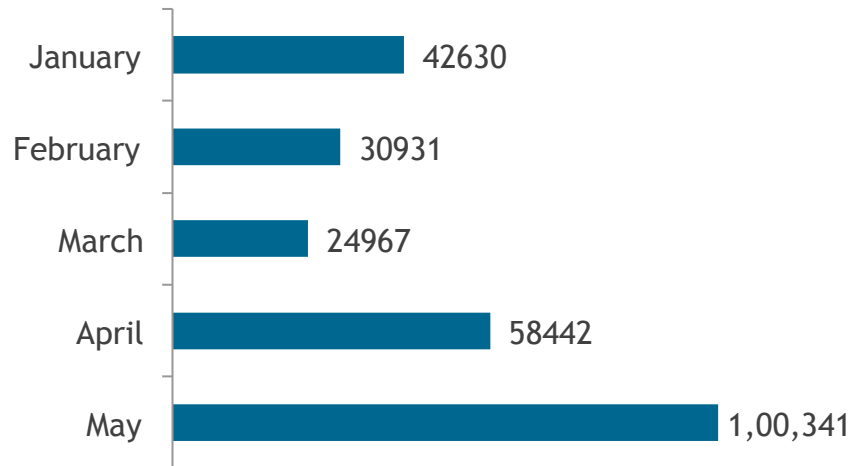
His meeting with the Chinese premier to settle the issue of Chinese forces intruding into Indian territory was a key conversation driver.

His statement on the Naxal attacks in Chhattisgarh, where leaders of the Indian National Congress were killed, provoked online reactions.

BUZZ



SONIA GANDHI



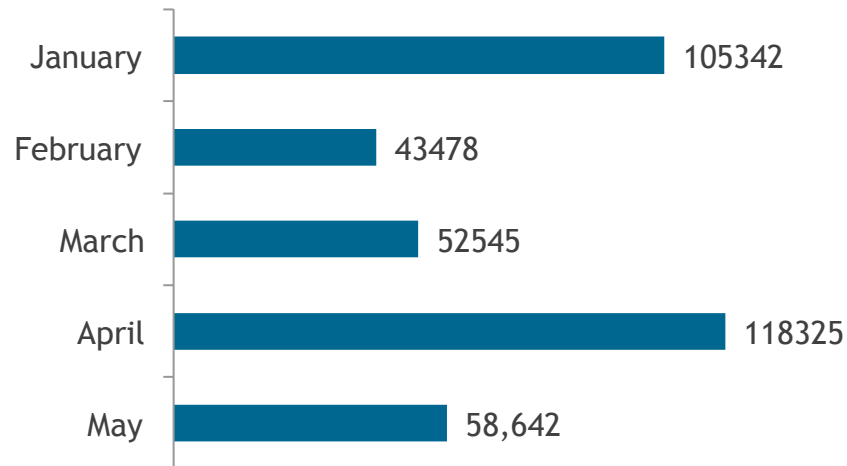
Sonia Gandhi who accompanied the Prime Minister during the visit to Raipur was also spoken about online in context of her statement about the Naxal attack being an attack on democracy.

She was also mentioned in context of her alleged involvement in various corruption scandals.

BUZZ



RAHUL GANDHI



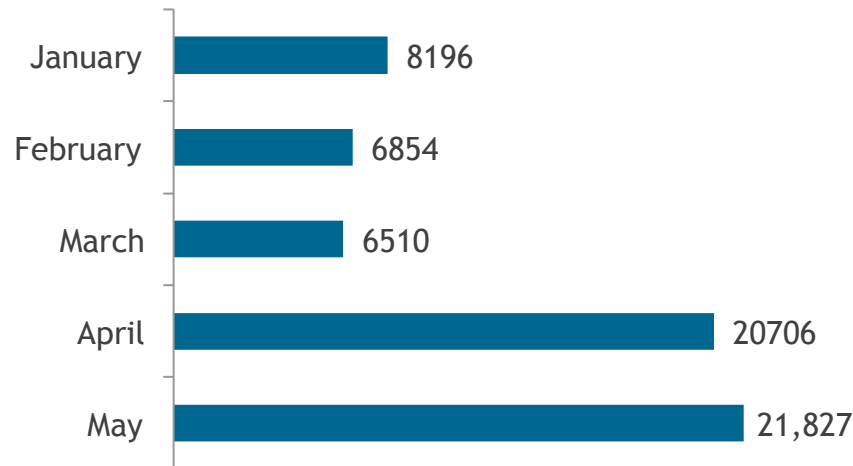
For Rahul Gandhi, online buzz declined by 50% in the month of May 2013.

His visit to Raipur in the wake of the killing of Congress leaders by Naxals, drove negative conversations. People commented on his non responsiveness in the past when Naxals had killed 75 CRPF jawans in Jharkhand.

BUZZ



LK ADVANI



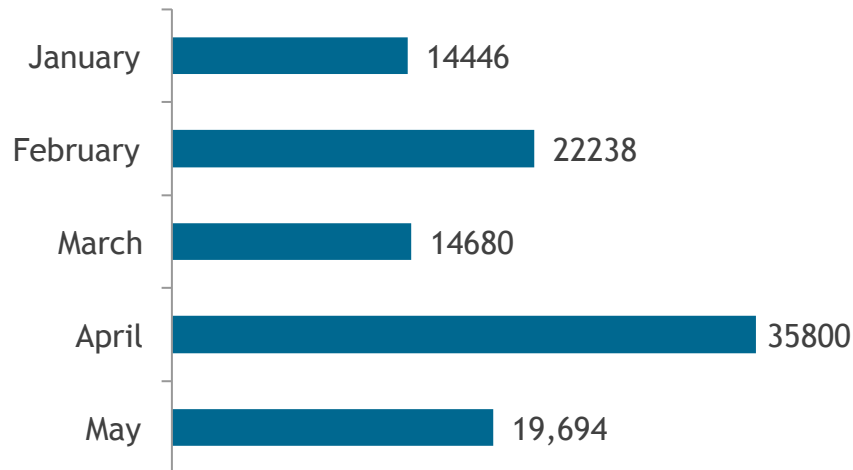
LK Advani made an entry into the Top 5, moving up from the 9th to the 5th position in the month of May 2013, displacing Arvind Kejriwal.

The main conversation drivers for him were his support for Nitin Gadkari to head the party's election committee, and his Prime Ministerial ambitions.

BUZZ



ARVIND KEJRIWAL



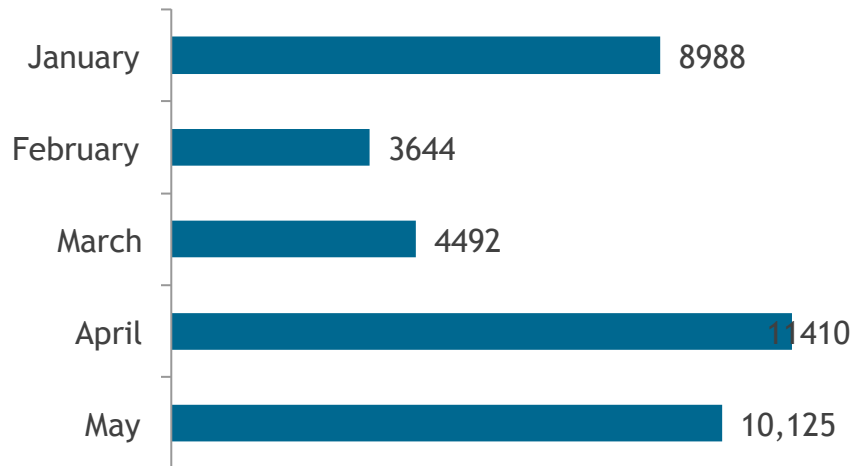
Arvind Kejriwal was overtaken by LK Advani in May 2013 and is at the 6th position this month.

One of the key drivers for conversations about him were his attacks on Kapil Sibal for offering an out of court settlement for the Rs. 11,000 crore Vodafone tax case.

BUZZ



SUSHMA SWARAJ

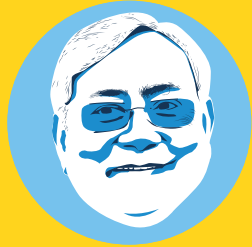


Sushma Swaraj retained the 11th position in the month of May 2013.

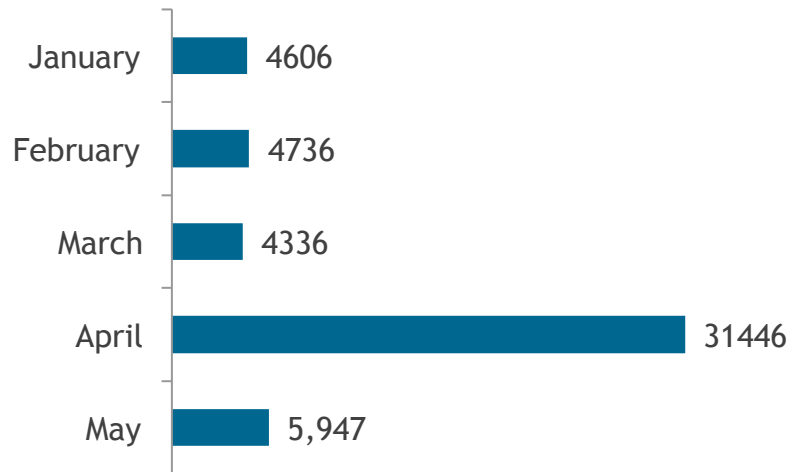
Sushma Swaraj targeting Lok Sabha speaker Meira Kumar for interrupting her speech drove online conversations.

A senior journalist's tweet about his private conversation with a BJP leader saying that "If there's anybody blocking Modi being made the PM nominee, it's Advani. Not Sushma", was shared by users.

BUZZ



NITISH KUMAR



Nitish Kumar who started at the 20th position in January, climbed to the 6th position in April. However a steep fall in conversations in May led to him being at the 17th position.

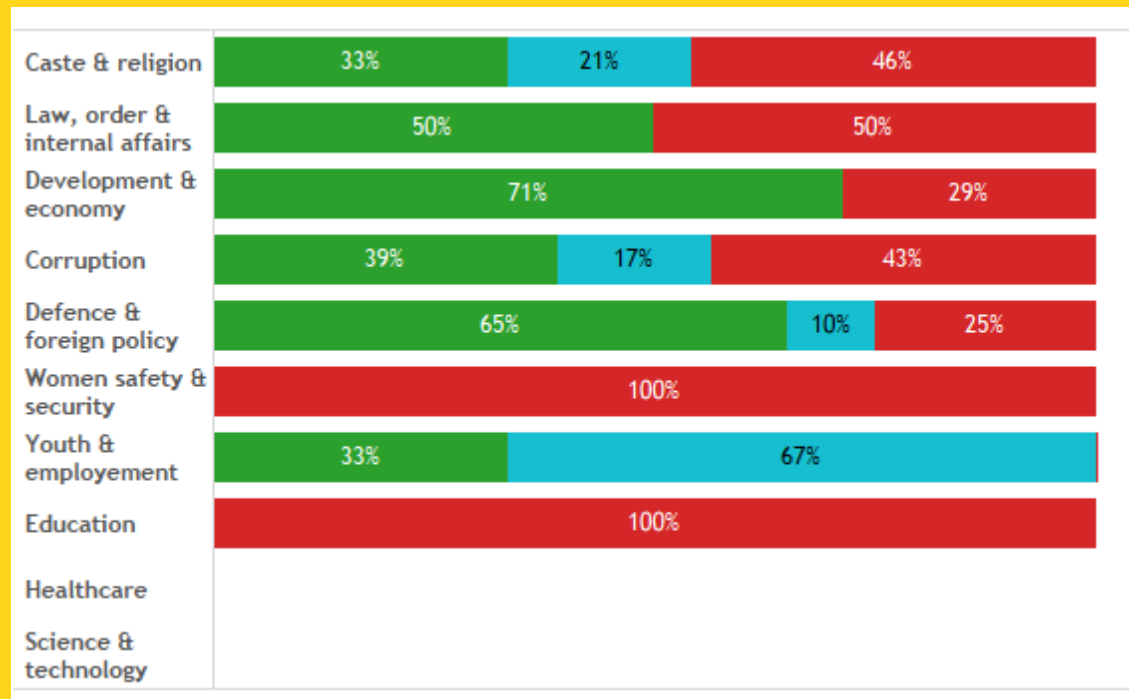
An article in IIPM's magazine 'The Sunday Indian' about the high cost of Nitish Kumar's political yatras contributed to mentions.

Nitish Kumar holding a Sewa Yatra was another driver of conversation.

THEMES BY SENTIMENT



NARENDRA MODI



Caste & religion:

- Positive: Report by Special Investigation Team (SIT) exonerating Modi of blame in the Gujarat riots
- Negative: Some users had adverse reactions to SIT's findings, and continued to blame Modi

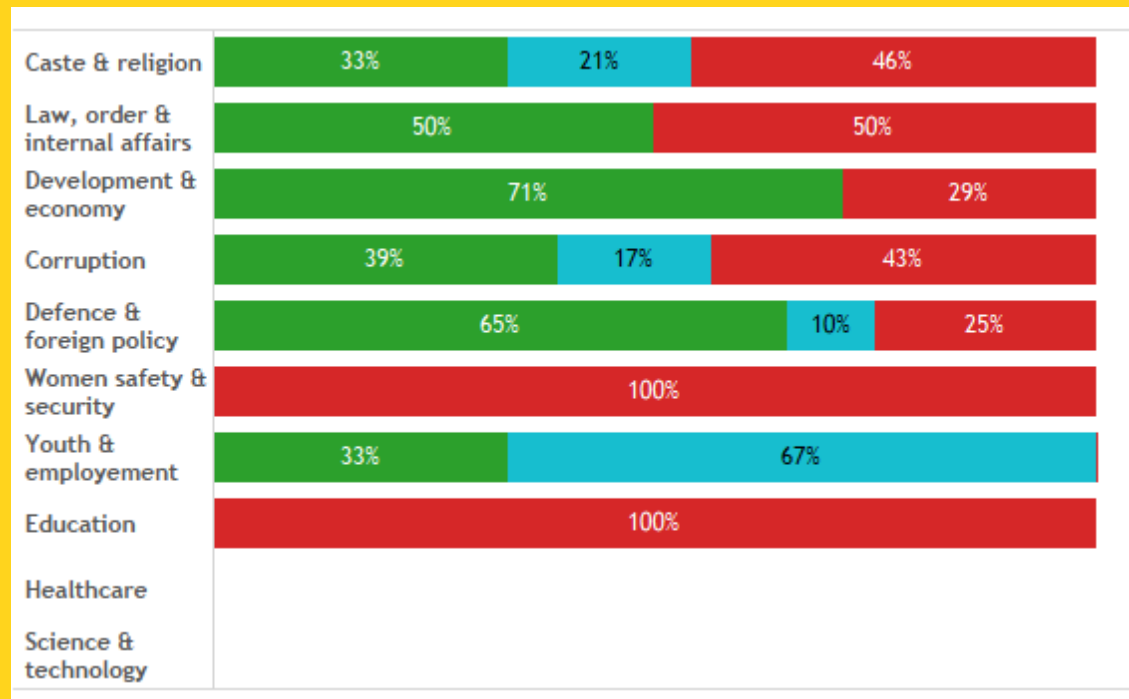
Corruption

- Positive: Users expressed high hopes of a corruption-free nation if he were to become Prime Minister
- Negative: Narendra Modi not introducing Lokayukta led to criticism

THEMES BY SENTIMENT



NARENDRA MODI



Defence & foreign policy:

- Positive: People perceive him as a Prime Minister who will take strong measures against terrorism
- Negative: Criticized for hypocrisy in opposing NCTC (National Counter Terrorism Centre) in the name of federalism

Development & economy:

- Positive: His development initiatives for Gujarat
- Negative: 29% of people mentioned him negatively saying Gujarat's development is a myth and cited the example of low HIV awareness in Gujarat

★ MOST SHARED CONTENT ★

1828 SHARES

**Narendra Modi** ✓
@narendramodi

After 17yrs, #Congress gets Railway Ministry. Result is a scam ! Does anyone still have a doubt that Congress is the problem ?
#Corruption

← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

1,828
RETWEETS

486
FAVORITES



1174 SHARES

**Narendra Modi** ✓
@narendramodi

Both, the Government of India & Government of Pakistan have misled people on Sarabjit Singh issue. The truth on this issue must come out.

← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

1,174
RETWEETS

222
FAVORITES



THEMES BY SENTIMENT



MANMOHAN SINGH



Defence & foreign policy:

- Positive: Manmohan Singh's plans to visit Japan which gained attention in the Chinese media
- Negative: His invitation to the Chinese premier and Pakistani PM to visit India despite military invasion by both armies

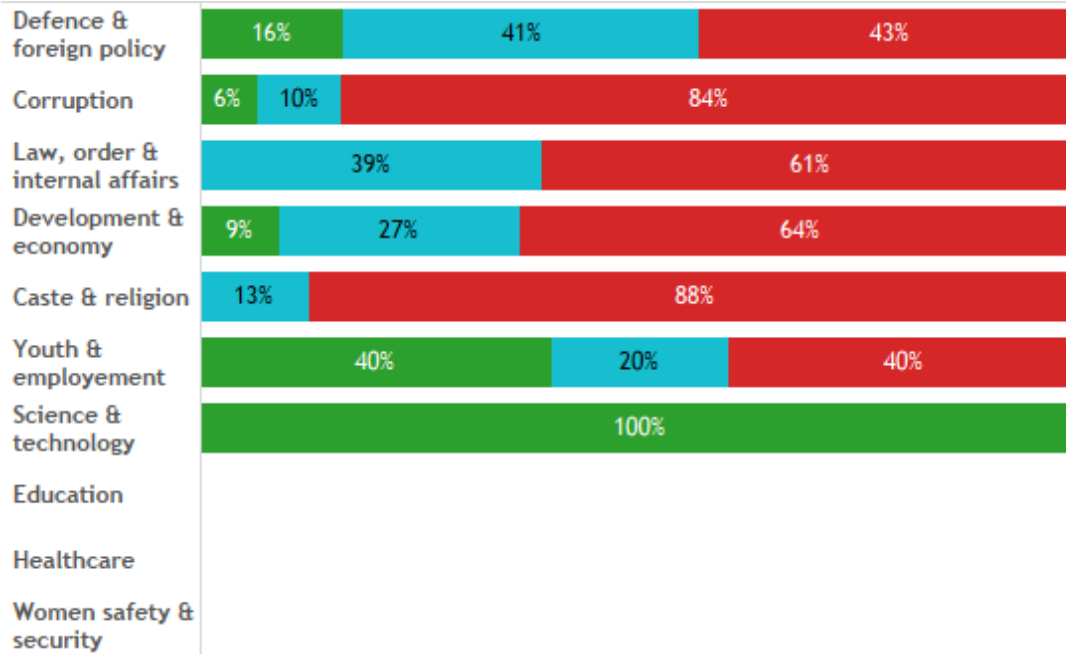
Corruption:

- Positive: Manmohan Singh was termed as an honest and respectable leader by users
- Negative: Negative mentions were mainly on account of him not being able to contain corruption in the government

THEMES BY SENTIMENT



MANMOHAN SINGH



Development & economy:

- Positive: 9% of positive mentions were about him saving the country from the economic crisis in 1992
- Negative: He was not able to repeat his feat of reviving Indian economy the way he did in 1992 as the then Finance Minister

Caste & religion:

- Negative: People were unhappy about Congress leader Sajjan Kumar's acquittal in the Sikh riots case

★ MOST SHARED CONTENT ★

312 SHARES

**Ramesh Srivats** ✓
@rameshsrivats

Happy Mother's Day. Now, let's go wish Manmohan Singh. Why? Because he is forever mum.

← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

312
RETWEETS**85**
FAVORITES

454 SHARES

**Subramanian Swamy**
@Swamy39

I've cracked Coal Gate case: culprits are TKA Nair, Pulok Chatterjee, Ahmed Patel & Motilal Vora. TDK beneficiary. MMS on world tour.

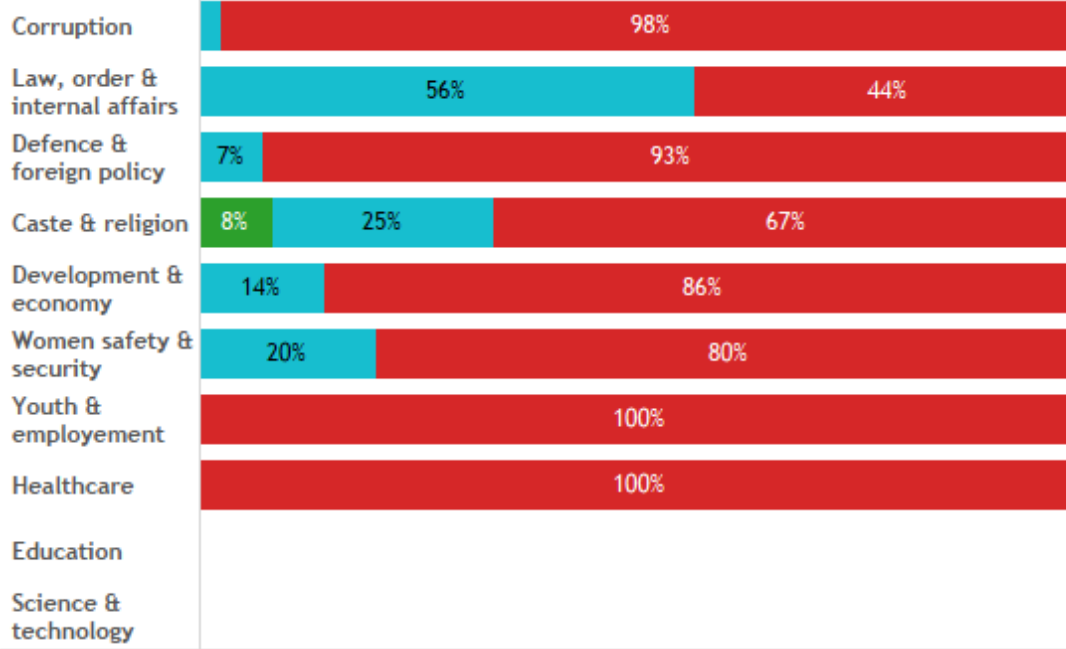
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454
RETWEETS**101**
FAVORITES

THEMES BY SENTIMENT



SONIA GANDHI



Corruption:

- Negative: Users were of the opinion that Sonia Gandhi should have stepped down when Robert Vadra was accused of unfair purchasing of properties from DLF, and compared her to BCCI Chief Srinivasan

Law, order & internal affairs:

- Negative: Delay in extending condolence to the family of the 5 yr old rape victim and no change in scenario since the infamous Delhi gang rape

Defence & foreign policy:

- Negative: Lack of a reaction after Pakistan army killed jawans in J&K

★ MOST SHARED CONTENT ★

244 SHARES

**Prakash Singh**
@singh_prakash

PM, Sonia, Rahul visit Raipur when Congressmen are killed. Who went to shed tears for 75 CRP jawans killed in Dantewada? "You serve to die".

← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

244
RETWEETS32
FAVORITES

250 SHARES

**SUHEL SETH**
@suhelseth

If Sonia and Manmohan are both incapable, we must find a way of letting them go. We cannot lose India because the Congress wants to win!

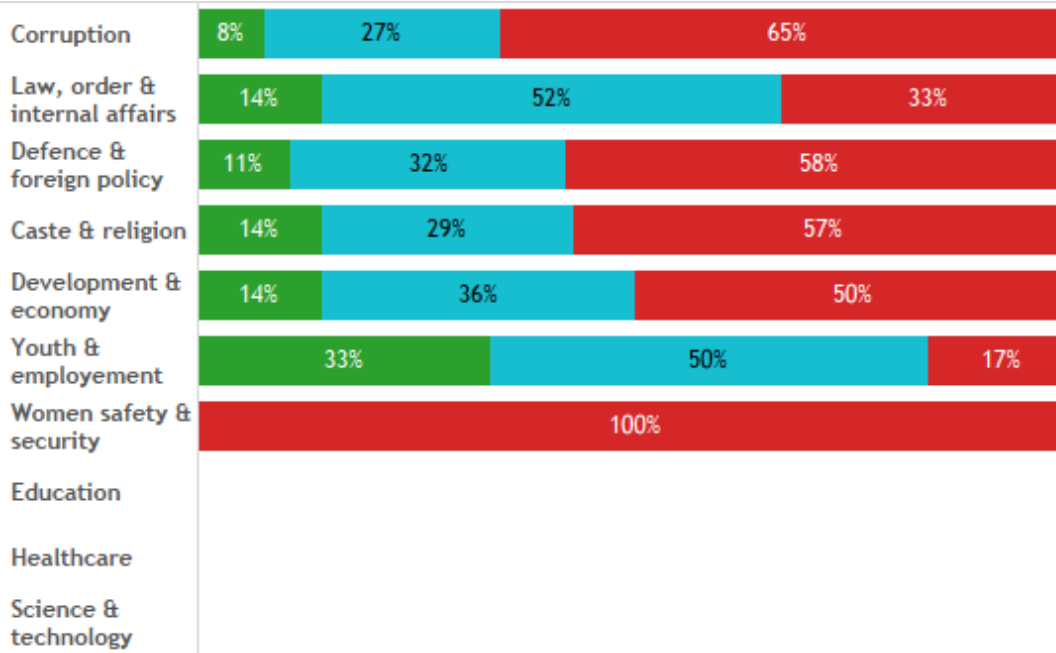
← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

250
RETWEETS36
FAVORITES

THEMES BY SENTIMENT



RAHUL GANDHI



Corruption:

- Positive: Some users called Rahul Gandhi an honest political leader and felt he should win with complete majority so he would not be tied to corrupt leaders from other parties
- Negative: The alleged involvement of various Congress leaders including Sonia Gandhi in various scams

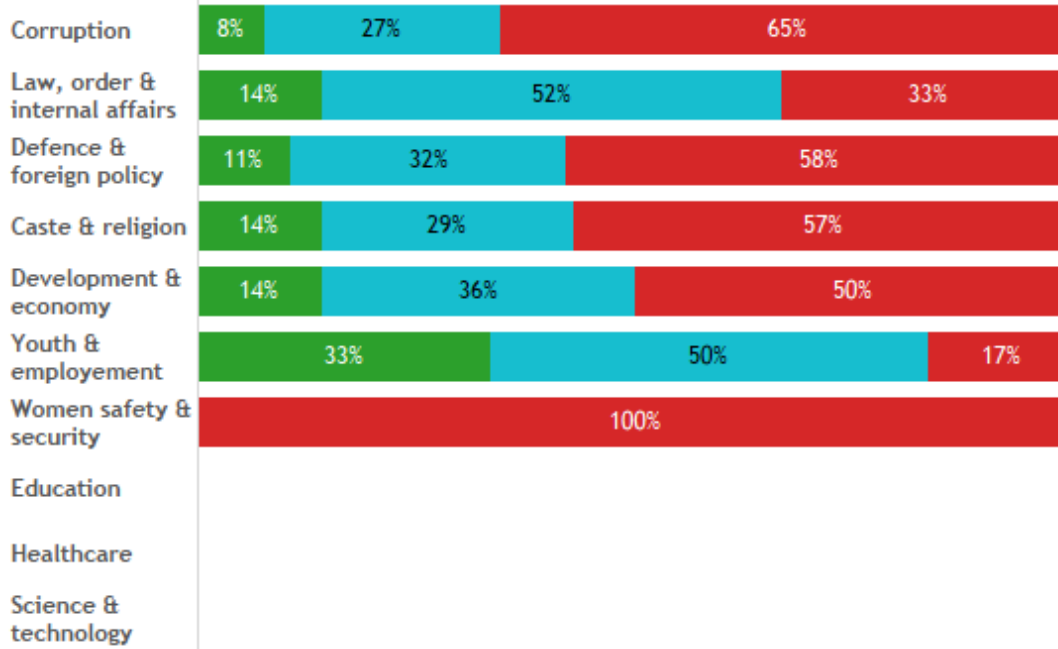
Law, order & internal affairs:

- Positive: People appreciated his visit to Raipur in the wake of killing of Congress leaders by Naxals
- Negative: People questioned his silence when Naxals killed 75 CRPF personnel

THEMES BY SENTIMENT



RAHUL GANDHI



Defence & foreign policy:

- Negative: People commented negatively on Rahul Gandhi's silence over the killing of army jawans in J&K by Pakistani Army

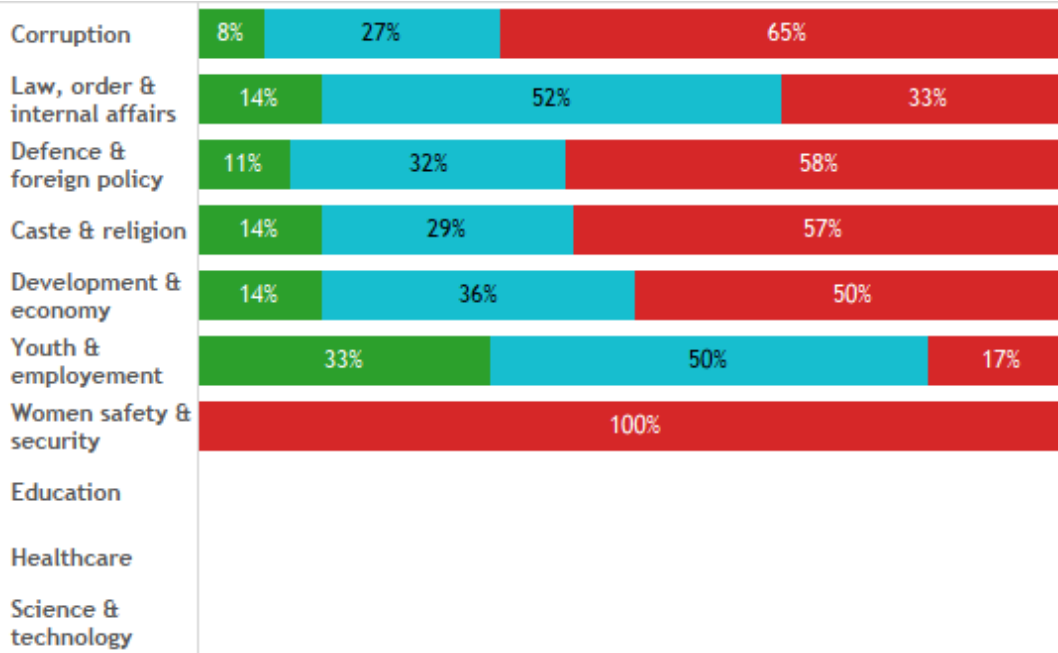
Caste & Religion:

- Positive: People felt that Rahul Gandhi should not be censured for the 1984 Sikh riots
- Negative: People criticized Rahul Gandhi for the Congress party's bias towards the Muslim community

THEMES BY SENTIMENT



RAHUL GANDHI



Development and economy:

- Positive: Rahul Gandhi assured villagers in Aurangabad that prompt measures to tackle water and fodder scarcity would be taken
- Negative: In a survey by Hindustan Times, results showed 23% people considered Rahul Gandhi a suitable PM candidate. Online users reacted negatively, stating that every time Congress has led the country there has been an economic slowdown

★ MOST SHARED CONTENT ★

797 SHARES

**Ramesh Srivats** ✓
@rameshsrivats

Rahul Gandhi buys newspaper from 10-year old hawker. Gives 1000 rupee note. No change. So, kid gives newspaper free. Moral: We need change.

← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

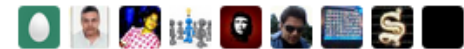
797
RETWEETS165
FAVORITES

283 SHARES

FN**Faking News**
@fakingnews

Rahul Gandhi asked "akhbaar kyun bech rahe ho"? Little Johnny replied, "toh kya desh bechoon?"

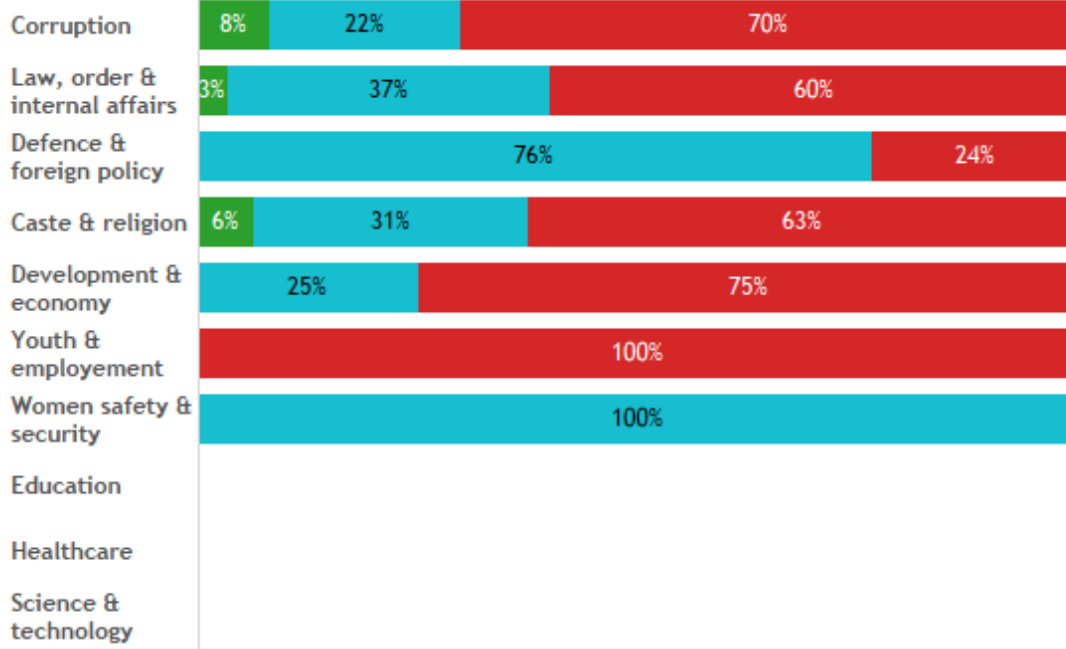
← Reply ↻ Retweet ★ Favorite ← Storify ⋮ More

283
RETWEETS56
FAVORITES

THEMES BY SENTIMENT



LK ADVANI



Corruption:

- Positive: People spoke of him as a politician with a clean record and an anti-corruption stand
- Negative: Suspension of Lehar Singh from BJP after he accused Advani of corruption

Law, order & internal affairs:

- Negative: Conversations around the demolition of Babri Masjid

Defence & foreign policy:

- Negative: Conversations around Advani's visit to Pakistan in 2005 where he praised Jinnah but did not meet Sarabjit Singh

★ MOST SHARED CONTENT ★

129 SHARES

**Dr. Manish Kumar**
@DrManishKumar1

Advani has become the Brahma, Vishnu & Mahesh of BJP. First, he created BJP and then nurtured it and now he is destroying BJP.

[Reply](#) [Retweet](#) [Favorite](#) [Storify](#) [More](#)

129
RETWEETS

22
FAVORITES



99 SHARES

**Diptosh Majumdar**
@diptosh

A very senior BJP leader told me privately that if there's anybody blocking Modi being made the PM nominee, it's Advani. Not Sushma he said.

[Reply](#) [Retweet](#) [Favorite](#) [Storify](#) [More](#)

99
RETWEETS

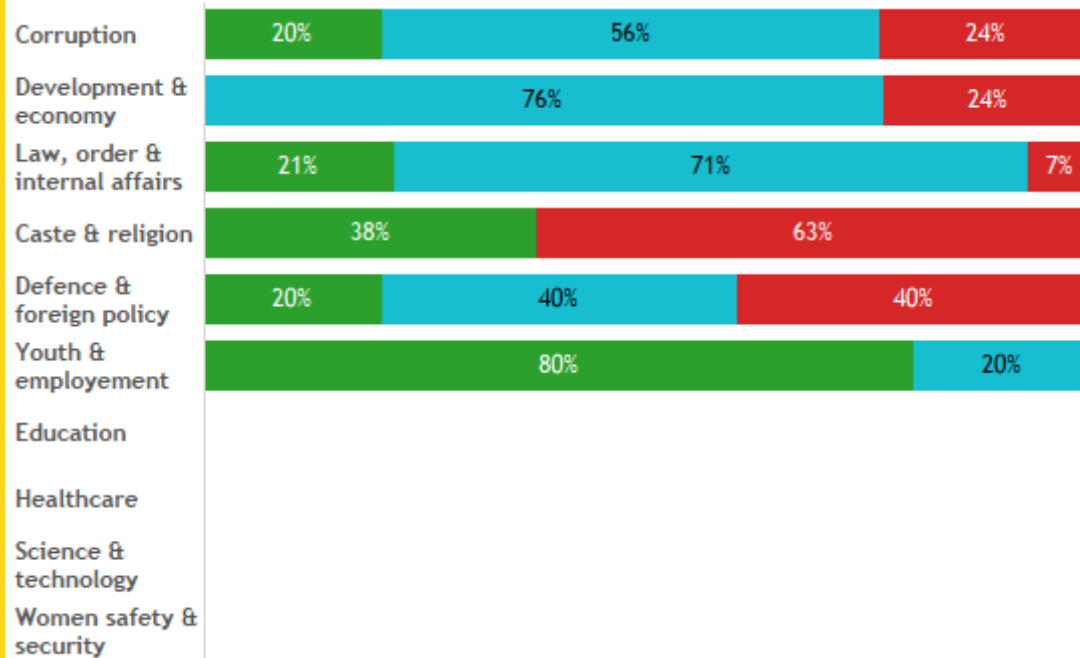
13
FAVORITES



THEMES BY SENTIMENT



ARVIND KEJRIWAL



Corruption:

- Positive: His accusations of Kapil Sibal's involvement in the Rs. 11,000 crore Vodafone tax case
- Negative: Users alleged that Arvind Kejriwal's stand on corruption is to fuel his own ambitions

Development & economy:

- Negative: His complete focus on exposing corruption, with no plans for development on his agenda

Law, order & internal affairs:

- Positive: A lot of users said that Maoists should take a lesson from Kejriwal and contest elections

★ MOST SHARED CONTENT ★

245 SHARES

**Abhisar Sharma**
@abhisar_sharma

Interestingly the Delhi BJP ppl dnt attack Kejriwal because when they turn around, they see a Vijay Goel leading the charge ! :-)
:-)

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245
RETWEETS

21
FAVORITES



167 SHARES

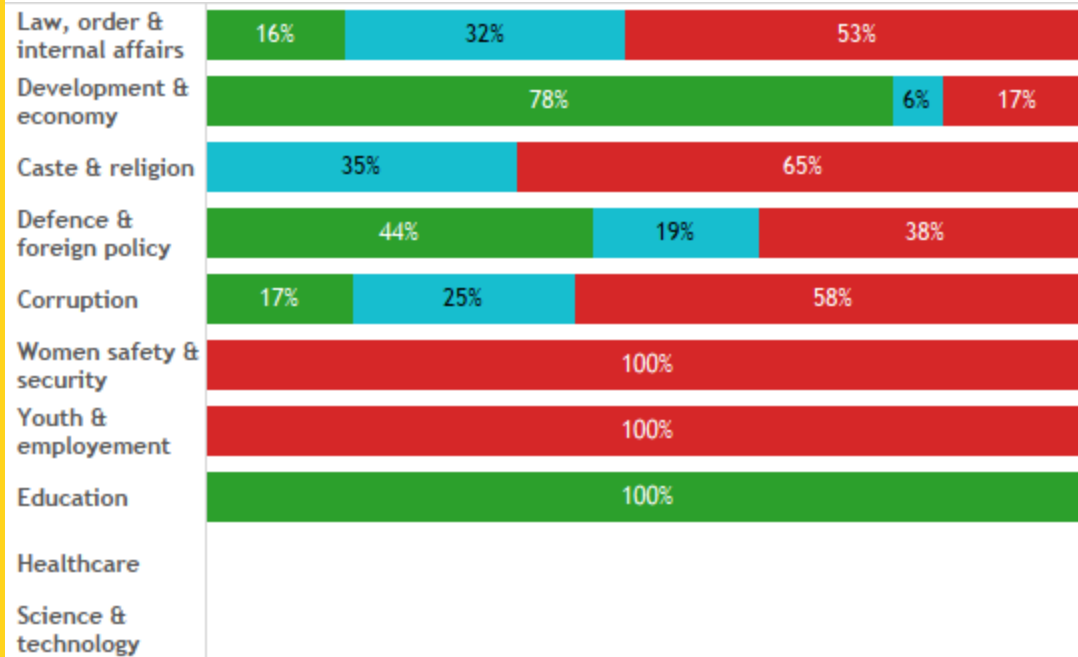
**Ramesh Srivats** ✓
@rameshsrivats

Sir sir, it seems Arvind Kejriwal is going to expose you today.
Kapil Sibal: Never. I'm the IT minister. Put that Kejriwal behind a firewal.

THEMES BY SENTIMENT



NITISH KUMAR



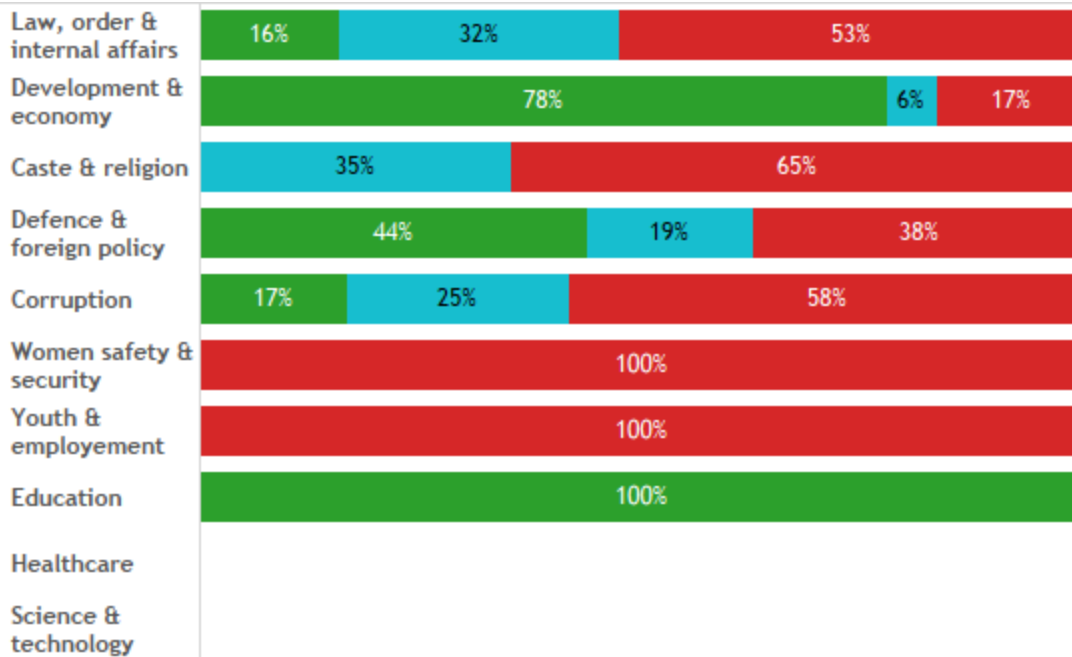
Law, order & Internal affairs:

- Positive: Bihar government's plans to strengthen police investigation agencies by funding equipment
- Negative: Conversations around Lalu Prasad Yadav's negative comments to Nitish Kumar on rampant corruption, bribery and rising incidents of rape in the state

THEMES BY SENTIMENT



NITISH KUMAR



Development & Economy:

- Positive: Nitish Kumar's efforts to develop Bihar and empower the people
- Negative: A few users commented on the need to improve basic infrastructure in Bihar, before focusing on further development

Caste & religion:

- Negative: Nitish Kumar's invitation to Pakistan PM Nawaz Sharif to visit Bihar fuelled comments about his attempt to please the Muslim community, and people said he was biased

★ MOST SHARED CONTENT ★

234 SHARES

**Rauf Klasra**
@KlasraRauf

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Imran should make KPK model province on pattern of his favourite Indian Bihar CM Nitish Kumar. IK can show 3 provinces how to bring change !

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FAVORITES



143 SHARES

**arindam chaudhuri**
@realarindam

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May 19, IIPM Think Tank's TSI uncovers how Nitish Kumar's yatras are proving costly in 'Splurging on politics' bit.ly/14d6JHI

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RETWEETS

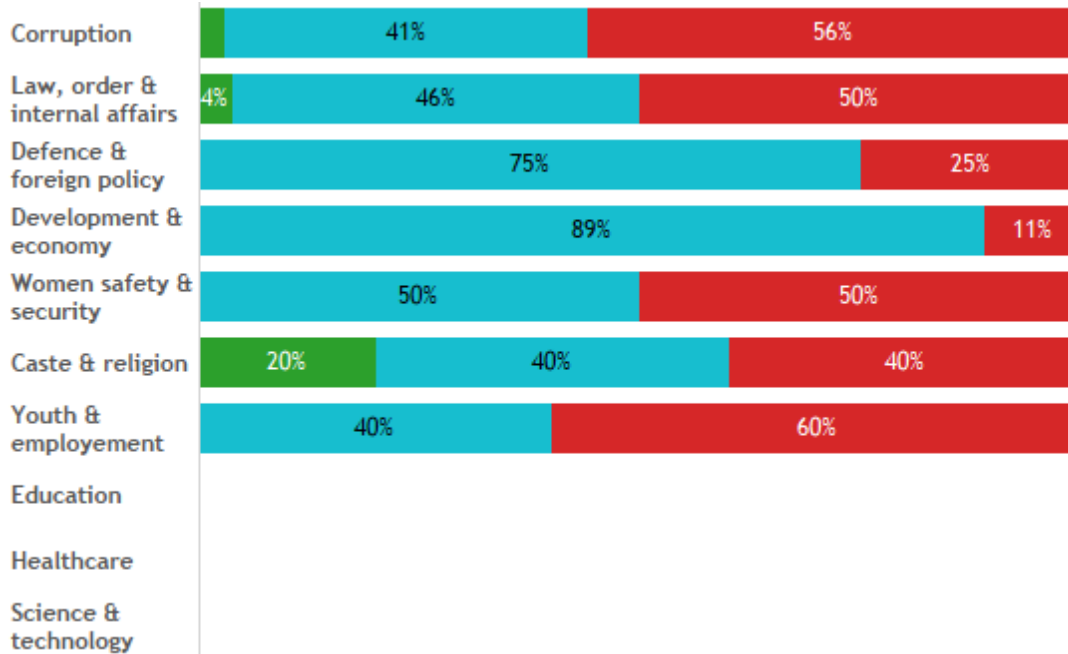
2
FAVORITES



THEMES BY SENTIMENT



SUSHMA SWARAJ



Corruption:

- Negative: Corruption charges relating to the mining scam

Law, order & internal affairs:

- Negative: Users expressed their dissatisfaction with Sushma Swaraj's silence on the increased cases of rape and murders in Madhya Pradesh

Defence & foreign policy:

- Negative: Users shared their discontent over Sushma Swaraj and other BJP leaders' stand on the India - China border issue.

★ MOST SHARED CONTENT ★

299 SHARES

**Kanchan Gupta**
@KanchanGupta

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So Speaker switched off Sushma Swaraj's mike in LS. And fools here rant about Opposition disrupting Parliament. Pity and shame.

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FAVORITES



99 SHARES

**Diptosh Majumdar**
@diptosh

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A very senior BJP leader told me privately that if there's anybody blocking Modi being made the PM nominee, it's Advani. Not Sushma he said.

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FAVORITES



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 895,536 mentions of various combinations of these keywords were found between 1 May to 31 May 2013.
- The top 20 political leaders were identified basis their share of mentions in online conversations.
- Out of the top 20 political leaders, eight 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, Manmohan Singh, Sonia Gandhi, Rahul Gandhi, LK Advani, Sushma Swaraj, Nitish Kumar and Arvind Kejriwal

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.
- A sample size of 100 posts was evaluated for sentiment and themes for each of the five political leaders. A single post may have had multiple themes and hence for each political leader the number may add up to more than 100.



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