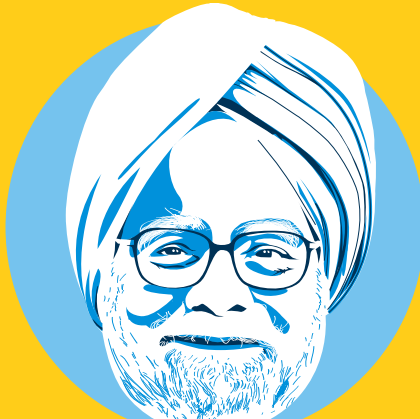# blogworks

most mentioned

political leaders
November 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: His tweets congratulating Sachin Tendulkar on receiving Bharat Ratna were shared multiple times online. His statement saying that the 2014 elections will be about freeing the nation from misgovernance and giving 'surajya' drove conversations for him

Rahul Gandhi: People chanting Narendra Modi's name when Rahul Gandhi entered the Wankhede stadium for Sachin Tendulkar's farewell match drove conversations. Some people expressed their view that Rahul Gandhi should not become the Prime Minister of India. This was also a conversation driver.

Arvind Kejriwal: Arvind Kejriwal meeting Taqueer Raza, who is said to have issued fatwas against Taslima Nasreen, to persuade him to campaign for AAP ahead of the Delhi assembly elections drove mentions for him

Sonia Gandhi: Meenakshi Lekhi, the national spokesperson of BJP highlighting how UPA used CBI to save Ajit Jogi who named Sonia Gandhi in the Cash for MLA scam, drove buzz for her. Narendra Modi questioning Sonia Gandhi on rising prices was also a conversation maker for her in November

Manmohan Singh: People's reaction to Sushma Swaraj's tweets where she highlighted how Manmohan Singh's claim of the UPA Government gifting AIIMS to Chhattisgarh is totally false drove conversations. Manmohan Singh welcoming Akihito, the Emperor of Japan and his meeting with David Cameron drove mentions for him

buzz trend

Dr. Harshvardhan, Prashant Bhushan and Raman Singh were mentioned in context of the Assembly elections in Delhi and Chhatishgarh

Rank in (Oct-13)	Rank in (Nov-13)	Political Leaders	November	October	September	August	July	June
1	1	Narendra Modi						
2	2	Rahul Gandhi						
4	3	Arvind Kejriwal						
5	4	Sonia Gandhi						
3	5	Manmohan Singh						
16	6	Kapil Sibal						
11	7	Atal Bihari Vajpayee						
9	8	Sheila Dixit						
10	9	Dr. Harshvardhan						
20	10	Anna Hazare						
7	11	Lk Advani						
6	12	Nitish Kumar						
12	13	Mayawati						
19	14	Sushma Swaraj						
14	15	Arun jaitley						
23	16	Mamata Banerjee						
37	17	Prashant Bhushan						
13	18	Jairam Ramesh						
15	19	Digvijay Singh						
40	20	Raman Singh						

depth of engagement

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	866,963	94,901,496	122,373
Rahul Gandhi	153,267	36,684,740	31,806
Arvind Kejriwal	143,876	27,832,840	21,803
Sonia Gandhi	62,809	24,868,181	15,500
Manmohan Singh	59,652	30,231,636	13,391
Kapil Sibal	35,852	21,991,580	12,170
Atal Bihari Vajpayee	28,789	15,380,291	8,565
Sheila Dixit	25,179	21,689,134	8,167
Dr. Harshvardhan	22,593	16,726,743	6,857
Anna Hazare	18,125	15,469,306	6,234
Lk Advani	16,055	16,502,752	7,337
Nitish Kumar	15,808	10,661,042	5,140
Mayawati	10,671	11,856,497	4,524
Sushma Swaraj	9,888	11,710,065	4,894
Arun jaitley	9,407	16,819,576	3,904
Mamata Banerjee	9,104	7,863,395	2,280
Prashant Bhushan	8,689	8,942,868	3,301
Jairam Ramesh	7,621	12,007,509	3,567
Digvijay Singh	7,393	4,889,808	4,025
Raman Singh	7,017	13,076,799	2,615

Overall volume of mentions around political leaders decreased by 4% in November 2013 when compared to October 2013.

Kapil Sibal, Prashant Bhushan and Raman Singh were top three gainer in November.

Summary – themes and sentiment

Narendra Modi:

Positive: Former Director General of Police (DGP), Punjab, KPS Gill, mentioning in his autobiography that Narendra Modi was not responsible for Gujarat riots and that Modi did not interfere in his work during the riots drove positive mentions for him under 'Caste & religion'

Negative: Digvijay Singh criticised Narendra Modi and BJP for honouring 2 of its MLAs who were accused in the Muzaffarnagar riots. This was shared online by many people. Some people also talked negatively about Narendra Modi for playing "gutter-level politics" in the Bihar bomb blasts. Further, Karuna Shukla (niece of Atal Bhiari Vajpayee who has quit BJP recently) said that Narendra Modi cannot wash off his hands from the Gujarat riots. These conversations drove negative mentions for him under 'Caste & religion'.

Rahul Gandhi:

Positive: In an election rally in Madhya Pradesh for the assembly elections, Rahul Gandhi's statement about Congress party's promise to help farmers by waiving off 50,000 crores loan was shared multiple times. Another statement of him mentioning 'Himayat', the skill development programme in Jammu & Kashmir started by the UPA Government, drove positive mentions for him under 'Development'

Negative: People criticised Rahul Gandhi for saying that the Muslim youth in Muzaffarnagar were in touch with Pakistan's Inter-Services Intelligence (ISI). Some people also criticised him in relation to the Food Security bill saying he should focus more on empowering the youth than pushing the bill. This drove negative mentions for him under 'Caste & religion'

Summary – themes and sentiment

Arvind Kejriwal :

Positive: Anna Hazare saying that Arvind Kejriwal is an honest man and Kejriwal's interview with Rajdeep Sardesai where he said that corruption is a problem in India drove positive mentions for him under the theme 'Corruption'.

Negative: People crticised him for alleging charges against member of the BJP, Amit Shah without any proof. People also spoke negatively about Kejriwal as he met Tauqeer Raza who was arrested in relation to the Muzaffarnagar riots , but later given a clean chit. Some people criticised him for starting his election campaign from a mosque to show his secular credential. These drove negative mentions for him under 'Caste and religion'

Sonia Gandhi:

Positive: Sonia Gandhi's claims that there will be schemes for rehabilitation for the Naxalite affected areas and that Congress leaders had sacrificed their lives to fight Naxalism drove positive mentions for her under 'Law, order and internal affairs

Negative: Meenakshi Lekhi, the national spokesperson of BJP highlighting how UPA used CBI to save Ajit Jogi who named Sonia Gandhi in the Cash for MLA scam, drove negative mentions for her under 'Corruption'. Additionally, Narendra Modi questioning Sonia Gandhi on her silence over multiple scams in the country contributed to negative mentions under the same theme

Summary – themes and sentiment

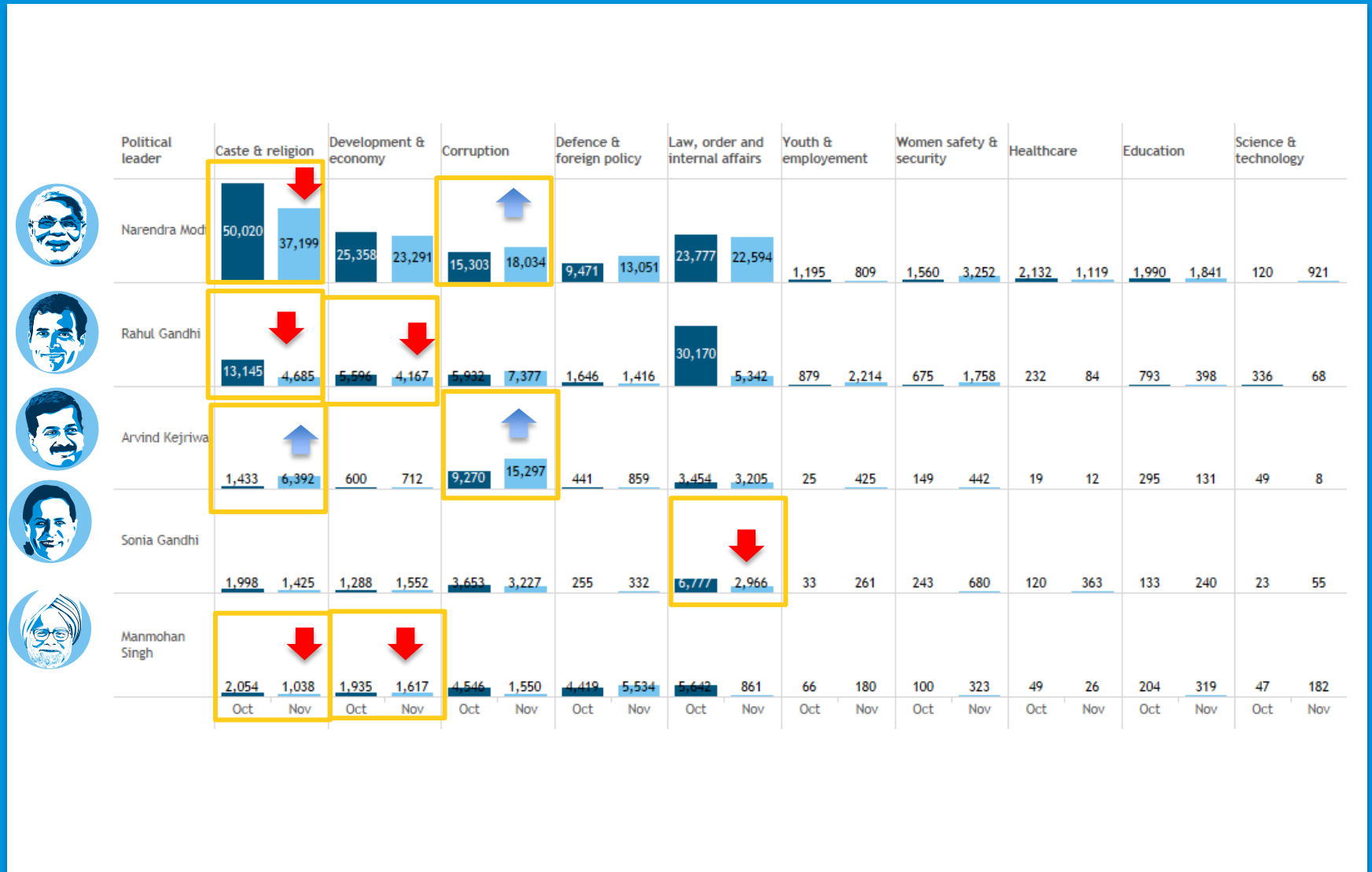**Manmohan Singh:**

Positive: PM Manmohan Singh's statement that Congress wants development which benefits people from the backward classes was shared online and contributed to positive mentions for him under 'Development'

Negative: People criticised Manmohan Singh for visiting the Muslim areas after the Muzaffarnagar riots which drove negative mentions for him under 'Caste & religion'

themes

Political leader	Caste & religion		Development & economy		Corruption		Defence & foreign policy		Law, order and internal affairs		Youth & employement		Women safety & security		Healthcare		Education		Science & technology	
Narendra Modi	50,020	37,199	25,358	23,291	15,303	18,034	9,471	13,051	23,777	22,594	1,195	809	1,560	3,252	2,132	1,119	1,990	1,841	120	921
Rahul Gandhi	13,145	4,685	5,596	4,167	5,932	7,377	1,646	1,416	30,170	5,342	879	2,214	675	1,758	232	84	793	398	336	68
Arvind Kejriwal	1,433	6,392	600	712	9,270	15,297	441	859	3,454	3,205	25	425	149	442	19	12	295	131	49	8
Sonia Gandhi	1,998	1,425	1,288	1,552	3,653	3,227	255	332	6,777	2,966	33	261	243	680	120	363	133	240	23	55
Manmohan Singh	2,054	1,038	1,935	1,617	4,546	1,550	4,419	5,534	5,642	861	66	180	100	323	49	26	204	319	47	182
	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov

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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 1,625,053 mentions of various combinations of these keywords were found between 1 November to 30 November 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, Rahul Gandhi, Arvind Kejriwal, Sonia Gandhi and Manmohan Singh

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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