



blogworks most mentioned political leaders october 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.

Duration: October 2013





Background

The 6th edition of 'Blogworks India's Most Mentioned Political Leaders' analyses online mentions of the top 20 political leaders being talked about, during September 2013 in comparison to August 2013. Out of the top 20, we identified six 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.

BUZZ

Narendra Modi: Narendra Modi's speech during the Patna rally drew support and therefore drove conversations for him. People also talked about the blasts at Patna and how it was an attempt to assassinate him to stop the Modi wave.

Rahul Gandhi: Rahul Gandhi's speech at Churu, Rajasthan on 23 October 2013, "They killed my father and grandmother, they will kill me as well" drove conversations in October. He was compared to BJP prime ministerial candidate, Narendra Modi on issues such as intrusion by Pakistan, development, communalism, etc.

Manmohan Singh: Manmohan Singh's visit to China and maintaining peace and tranquillity on the border as one of the points in his agenda during the trip drove conversations for him. Also, his involvement in the Coalgate scam was another conversation driver.

Arvind Kejriwal: People expressing disappointment about Arvind Kejriwal's accusations of corruption against political leaders without having any significant proof drove conversations for him. He also began to be perceived as a leader who makes accusations, but has no answers when it comes to answering questions on subjects like development, education, internal and foreign policies.

Sonia Gandhi: People's perception that Sonia Gandhi is the mainstay of all the corruption in the government and conversations about the arrest of a woman who was protesting in her rally drove conversations.



buzz and rank summary – SEP 2013 vs. AUG 2013

People praised Naveen Patnaik and his team's effort to evacuate successfully lakhs of people before cyclone Phailin led to increase in his mentions

Vijay Goel was mentioned in relation to upcoming Assembly elections in Delhi and led to increase in his mentions in October.

Rank		Political Leader	Buzz	
September	October		September	October
1	1	Narendra Modi	1,255,011	808,551
2	2	Rahul Gandhi	223,561	292,742
3	3	Manmohan Singh	152,670	88,931
6	4	Arvind Kejriwal	37,123	77,226
5	5	Sonia Gandhi	94,188	66,289
12	6	Nitish Kumar	15,238	39,825
4	7	LK Advani	96,905	26,777
9	8	Lalu prasad Yadav	18,098	23,385
13	9	Sheila Dixit	14,818	21,654
27	10	Vijay Goel	4,210	16,718
11	11	Atal Bihari Vajpayee	16,443	12,933
15	12	Mayawati	13,292	12,824
22	13	Jairam Ramesh	6,698	10,929
20	14	Arun jaitley	8,464	10,622
18	15	Digvijay Singh	9,948	10,115
14	16	Kapil Sibal	14,602	8,850
8	17	Rajnath Singh	20,529	8,025
61	18	Naveen Patnaik	1,117	7,970
10	19	Sushma Swaraj	16,979	7,757
17	20	Anna Hazare	10,687	7,687

buzz trend

Rank in (Sep-13)	Rank in (Oct-13)	Political Leaders	October	September	August	July	June	May
1	1	Narendra Modi						
2	2	Rahul Gandhi						
3	3	Manmohan Singh						
6	4	Arvind Kejriwal						
5	5	Sonia Gandhi						
12	6	Nitish Kumar						
4	7	LK Advani						
9	8	Lalu prasad Yadav						
13	9	Sheila Dixit						
27	10	Vijay Goel						
11	11	Atal Bihari Vajpayee						
15	12	Mayawati						
22	13	Jairam Ramesh						
20	14	Arun jaitley						
18	15	Digvijay Singh						
14	16	Kapil Sibal						
8	17	Rajnath Singh						
61	18	Naveen Patnaik						
10	19	Sushma Swaraj						
17	20	Anna Hazare						

depth of engagement

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	808,551	108,351,711	101,418
Rahul Gandhi	292,742	59,481,473	46,843
Manmohan Singh	88,931	34,384,232	18,816
Arvind Kejriwal	77,226	19,322,589	13,609
Sonia Gandhi	66,289	31,672,492	16,319
Nitish Kumar	39,825	20,573,633	9,896
LK Advani	26,777	24,512,961	9,711
Lalu prasad Yadav	23,385	17,802,284	8,109
Sheila Dixit	21,654	15,015,085	6,592
Vijay Goel	16,718	13,019,200	4,945
Atal Bihari Vajpayee	12,933	11,309,593	4,374
Mayawati	12,824	14,378,558	5,253
Jairam Ramesh	10,929	11,682,174	4,601
Arun jaitley	10,622	12,342,431	3,811
Digvijay Singh	10,115	5,377,556	5,155
Kapil Sibal	8,850	7,748,587	3,428
Rajnath Singh	8,025	10,317,104	3,048
Naveen Patnaik	7,970	14,436,578	2,705
Sushma Swaraj	7,757	7,469,463	4,132
Anna Hazare	7,687	6,887,768	2,710

Overall volume of mentions around political leaders decreased by 23% in October 2013 when compared to September 2013.

Naveen Patnaik, Vijay Goel and Nitish Kumar were top three gainers in the month of October.

Summary – themes and sentiment

Narendra Modi:

Positive: After Narendra Modi's recent speech at Patna, people expressed their perception of him as a leader focused on communal harmony. His statement "Jaati todo, Bharat jodo" was held as an example of good social engineering. These led to positive mentions for him under 'Caste and religion'

Negative: People criticised Narendra Modi's silence on the ordinance to protect convicted legislators. They referred to the tainted Porbandar MLA and Water Resources Minister, Babubhai Bokharia and Minister of Fisheries, Purushottam Solanki in his ministries as the reason for the silence. This drove negative mentions for him under 'Corruption'.

Rahul Gandhi:

Positive: Rahul Gandhi's stand on the ordinance protecting convicted legislators being baseless was appreciated by many people. People like Anand Mahindra and Chetan Bhagat praised him for taking this stand and this drove positive mentions for him under 'Corruption' and 'Law, order & internal affairs'.

Negative: Rahul Gandhi was criticised for his comment that Muslims of India are easy targets for the Inter-Services Intelligence of Pakistan. This drove negative mentions for him under 'Caste & religion'.

Manmohan Singh:

Positive: Manmohan's Singh's statement that he is not above the law and that he is ready to face the CBI with respect to the Coalgate scam drove positive mentions for him under 'Corruption'.

Negative: People questioning Manmohan Singh's alleged involvement in the Coalgate scam drove negative mentions for him under 'Corruption'.

Summary – themes and sentiment

Arvind Kejriwal:

Positive: Some people perceive Arvind Kejriwal as a new generation leader, capable of good governance and creating a corruption-free India. This drove positive mentions for him under 'Corruption'.

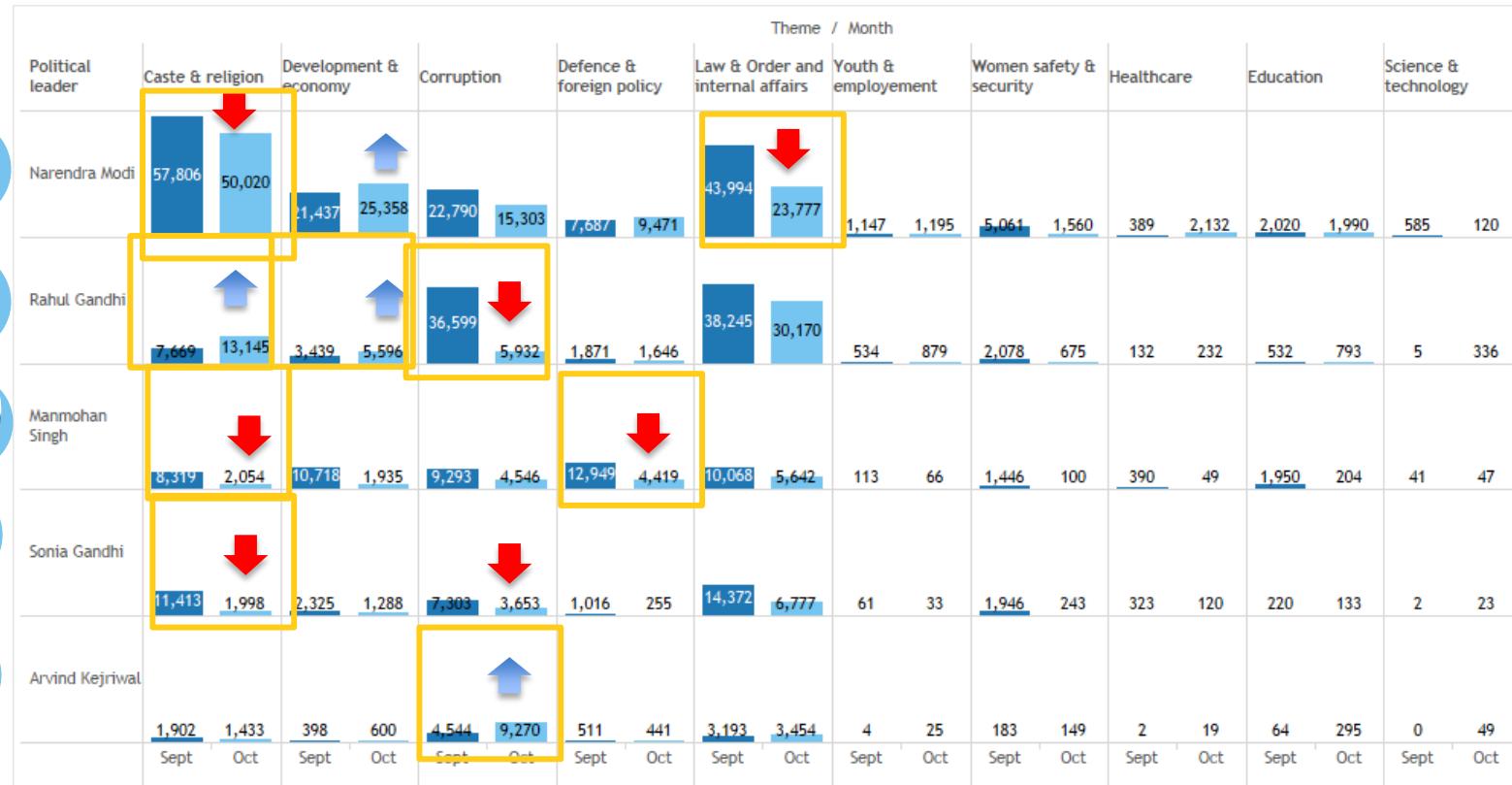
Negative: People questioned Arvind Kejriwal's integrity during his 12 year stint as an Income Tax Commissioner. Aam Aadmi Party giving a ticket to Deshraj Raghav, who is considered as a corrupt political leader for his involvement in the Ration scam drove negative mentions for him under the theme 'Corruption'.

Sonia Gandhi:

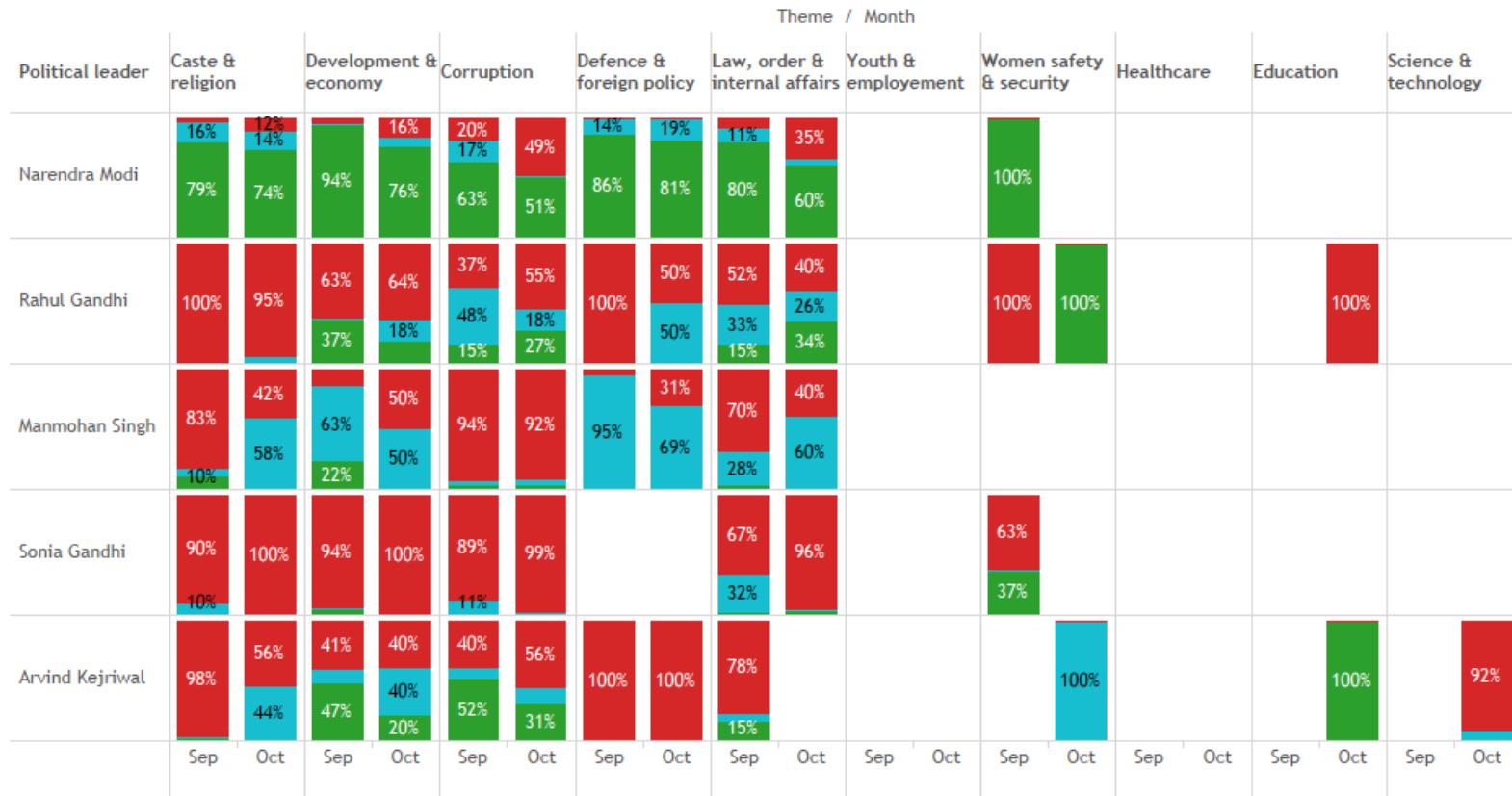
Positive: Some people praised her decision of bifurcating Andhra Pradesh and creating a new state, Telangana. This led to positive mentions for her under 'Law, order & internal affairs'.

Negative: People perceived that under Sonia Gandhi's leadership, India has degenerated into a corrupt country . This drove negative mentions for her under 'Corruption'.

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 1,687,392 mentions of various combinations of these keywords were found between 1 October to 31 October 2013.
- The top 20 political leaders were identified basis their share of mentions in online conversations.
- Out of the top 20 political leaders, six 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, Rahul Gandhi, Manmohan Singh, Arvind Kejriwal 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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