



blogworks

most
mentioned

political leaders
september 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 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.

executive summary

Overall buzz

- The total volume of mentions increased by 60% in September 2013 as compared to August.
- Mentions for Rahul Gandhi increased by 146% in September, mainly on account of his rejection of the ordinance protecting convicted legislators from disqualification.
- Mentions for LK Advani increased by 355% in September.
- Buzz for Narendra Modi increased by 71% in September.
- Mentions for Manmohan Singh and Arvind Kejriwal increased by 45% and 46% respectively in September.
- After Lalu Prasad Yadav was convicted in the Fodder Scam case, mentions for him increased by 285% resulting in his moving to the 9th position in September 2013, up from the 24th position in August.
- Mentions for Sonia Gandhi, Omar Abdullah, Digvijay Singh, Mamata Banerjee and Arun Jaitley declined in September 2013.

Themes & SENTIMENT

Narendra Modi: People shared their perception of Narendra Modi as a leader with great vision who does not treat Muslims as a vote bank. People also praised him for keeping Gujarat riot-free since 2002. These led to positive mentions for him under 'Caste & religion'.

People questioned his silence on the ordinance to protect convicted legislators from disqualification, as several of his key aides have criminal cases against them. This led to negative mentions for him under 'Corruption'.

Rahul Gandhi: Rahul Gandhi rejecting the ordinance protecting convicted legislators from disqualification found resonance online and led to positive mentions for him under 'Corruption'.

Some people termed his rejection of the ordinance a ploy, saying that it had been drafted by the Congress and he would have had prior knowledge. People also questioned his silence during the initial days of the riots in Uttar Pradesh. These contributed to negative mentions for him under 'Corruption' and 'Law, order & internal affairs'.

Themes & SENTIMENT

Manmohan Singh: People referred to him as the brain behind the economic reforms in India and this led to positive mentions for him under 'Development & economy'.

Some people were of the opinion that during his tenure as Prime Minister, every government department has been compromised as a result of various scams, he has presided over or pushed through all the fraudulent deals and he has never taken a stand against the rampant corruption. These led to negative mentions for him under 'Corruption'.

Sonia Gandhi: Her statements about the welfare schemes for women and the need to end violence against women led to positive mentions for her under 'Women safety & security'.

People criticised her initial silence on the Muzaffarnagar riots, and then noted that she only visited Muslim areas. People also speculated that she visited Muzaffarnagar and not Kishtwar as Uttar Pradesh has a larger number of Lok Sabha seats than Jammu & Kashmir. These led to negative mentions for her under 'Caste & religion'.

Themes & SENTIMENT

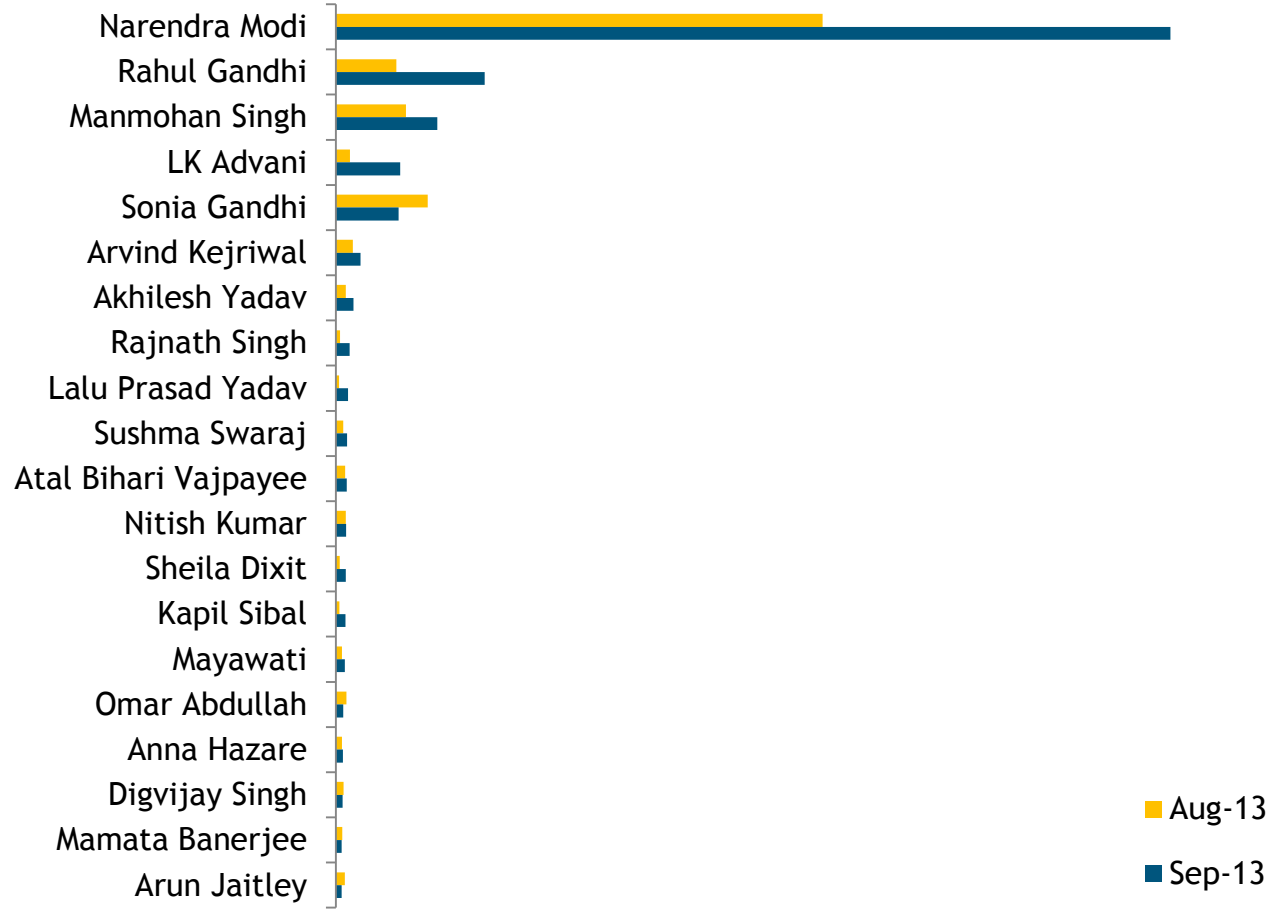
LK Advani: LK Advani's stand against the ordinance protecting convicted legislators from disqualification and his appeal to the President to not sign the ordinance led to positive mentions for him under 'Corruption' and 'Law, order & internal affairs'.

Public perception of him as a leader who injected communalism into Indian politics led to negative mentions for him under 'Caste & religion'.

Arvind Kejriwal: Arvind Kejriwal's statement blaming the government for not implementing the Lokpal bill was shared multiple times online and drove positive mentions under 'Corruption'.

People talked about how AAP issued a press release holding Narendra Modi and Amit Shah responsible for the Uttar Pradesh riots, but retracted it after Minority Affairs and Urban Development Minister Azam Khan's name came up, and removed the release from their website. This drove negative mentions for him under 'Caste & religion'.

buzz and rank summary – SEP 2013 vs. AUG 2013



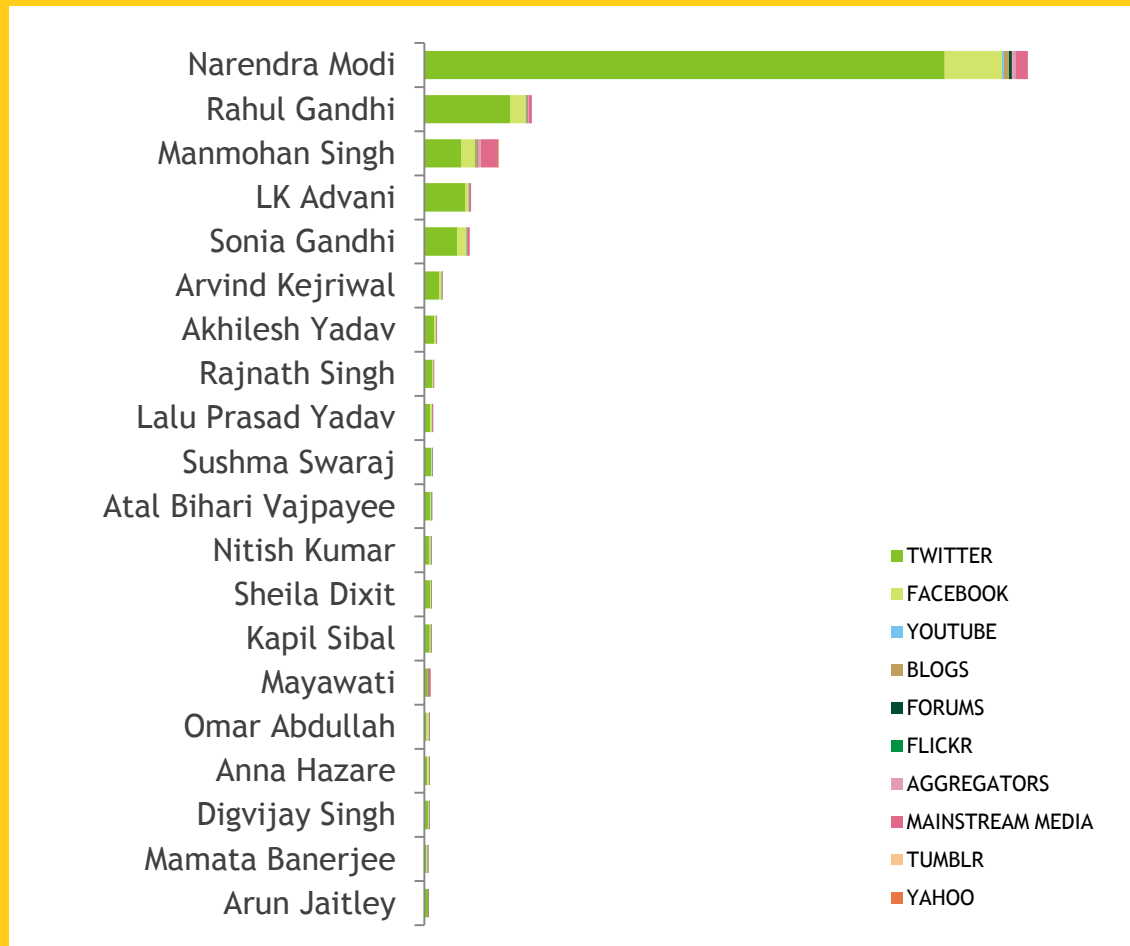
buzz and rank summary – SEP 2013 vs. AUG 2013

After Lalu Prasad Yadav was convicted in the Fodder Scam case, mentions for him increased by 285% resulting in his moving to the 9th position in September 2013, up from the 24th position in August.

Kapil Sibal moved up to the 14th position in September 2013 from the 22nd position in August, mainly due to increased conversations around him being Lalu Prasad Yadav's lawyer in the Fodder Scam case.

Rank		Political Leader	Buzz	
August	September		August	September
1	1	Narendra Modi	731,867	1,255,011
4	2	Rahul Gandhi	91,007	223,561
3	3	Manmohan Singh	105,319	152,670
6	4	LK Advani	21,285	96,905
2	5	Sonia Gandhi	138,109	94,188
5	6	Arvind Kejriwal	25,378	37,123
8	7	Akhilesh Yadav	14,931	26,679
19	8	Rajnath Singh	6,141	20,529
24	9	Lalu Prasad Yadav	4,704	18,098
13	10	Sushma Swaraj	11,271	16,979
10	11	Atal Bihari Vajpayee	13,869	16,443
9	12	Nitish Kumar	14,693	15,238
21	13	Sheila Dixit	5,628	14,818
22	14	Kapil Sibal	5,370	14,602
16	15	Mayawati	8,985	13,292
7	16	Omar Abdullah	15,944	10,894
15	17	Anna Hazare	9,000	10,687
12	18	Digvijay Singh	11,522	9,948
14	19	Mamata Banerjee	9,810	8,504
11	20	Arun Jaitley	13,508	8,464

channels



Twitter continued to be the top channel in September 2013.

depth of engagement

	Total mentions	Total reach on Twitter	Unique authors
Narendra Modi	1,255,011	127,052,145	157,937
Rahul Gandhi	223,561	50,734,274	43,234
Manmohan Singh	152,670	43,923,622	28,707
LK Advani	96,905	29,984,002	23,732
Sonia Gandhi	94,188	29,446,470	21,889
Arvind Kejriwal	37,123	14,295,225	8,509
Akhilesh Yadav	26,679	16,949,138	8,623
Rajnath Singh	20,529	15,393,401	6,576
Lalu Prasad Yadav	18,098	13,982,169	6,803
Sushma Swaraj	16,979	14,300,424	6,490
Atal Bihari Vajpayee	16,443	13,648,602	5,949
Nitish Kumar	15,238	11,326,561	4,973
Sheila Dixit	14,818	11,571,698	5,166
Kapil Sibal	14,602	10,230,929	5,921
Mayawati	13,292	12,396,507	4,433
Omar Abdullah	10,894	8,786,583	2,353
Anna Hazare	10,687	8,478,121	4,638
Digvijay Singh	9,948	6,007,796	4,712
Mamata Banerjee	8,504	5,159,979	1,659
Arun Jaitley	8,464	12,291,055	3,761

Overall volume of mentions around political leaders increased by 60% in September 2013 when compared to August.

Mentions for Sonia Gandhi, Omar Abdullah, Digvijay Singh, Mamata Banerjee and Arun Jaitley declined in September 2013.

Summary – themes and sentiment

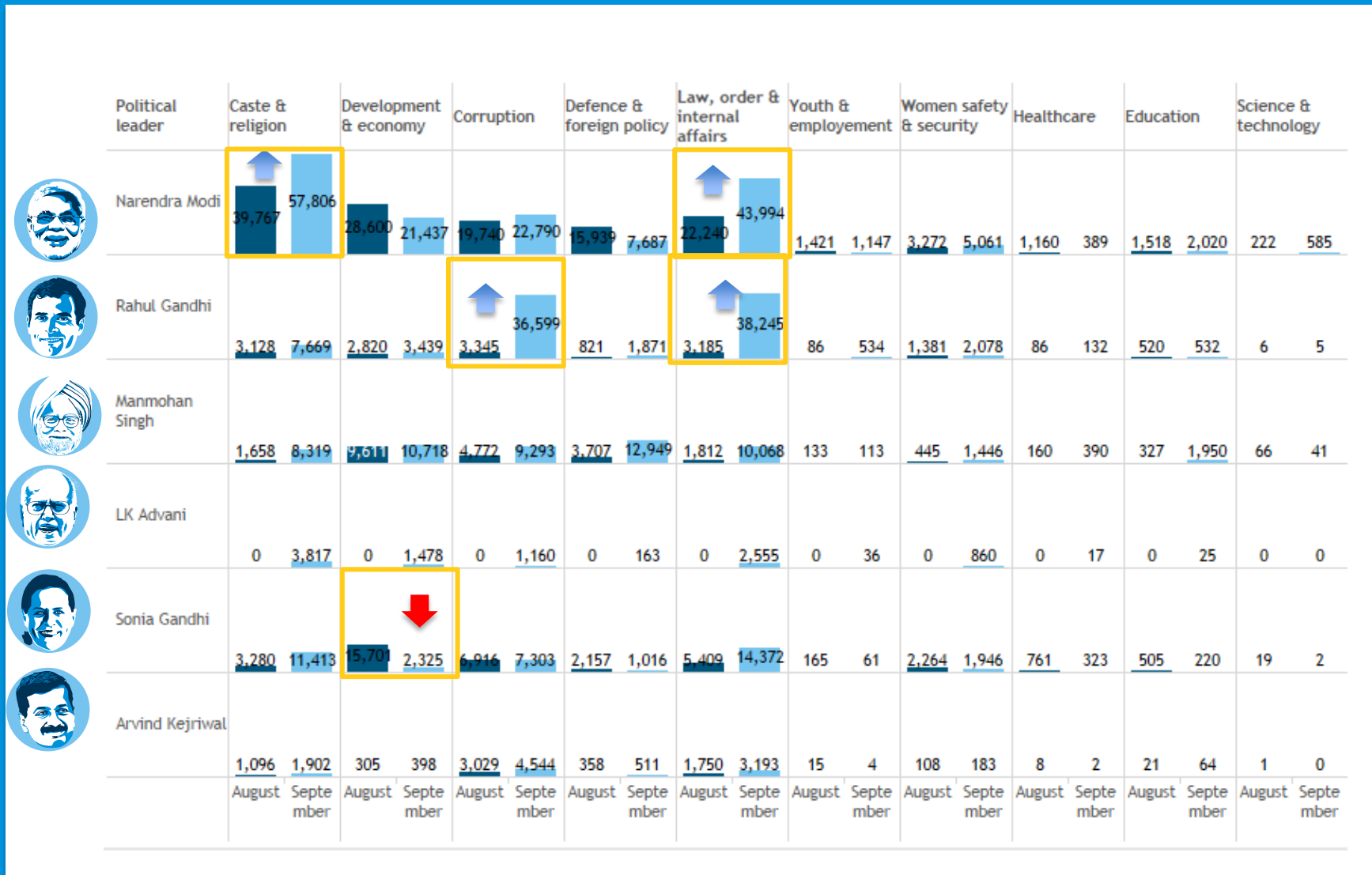
Narendra Modi: Mentions for him under ‘Law, order & internal affairs’ increased in September as compared to August. His silence on the ordinance protecting convicted legislators from disqualification prompted a lot of conversations. People also widely retweeted a tweet exhorting Narendra Modi to lead the movement for scrapping the ordinance, and this contributed to mentions under this theme as well.

Mentions for Narendra Modi under the theme ‘Caste & religion’ also increased in September 2013 as compared to August. There was also a decrease in positive sentiment under this theme, with 79% of the mentions being positive in September, as compared to 90% in August.

Rahul Gandhi: His rejection of the ordinance to protect convicted legislators from disqualification increased mentions under ‘Corruption’ and ‘Law, order & internal affairs’ in September 2013. It is also to be noted that negative sentiment for him around these themes declined.

Sonia Gandhi: Mentions for her under ‘Development & economy’ declined in September 2013 as compared to August. Also, the share of negative sentiment for her under this theme increased from 48% in August to 94% in September.

themes



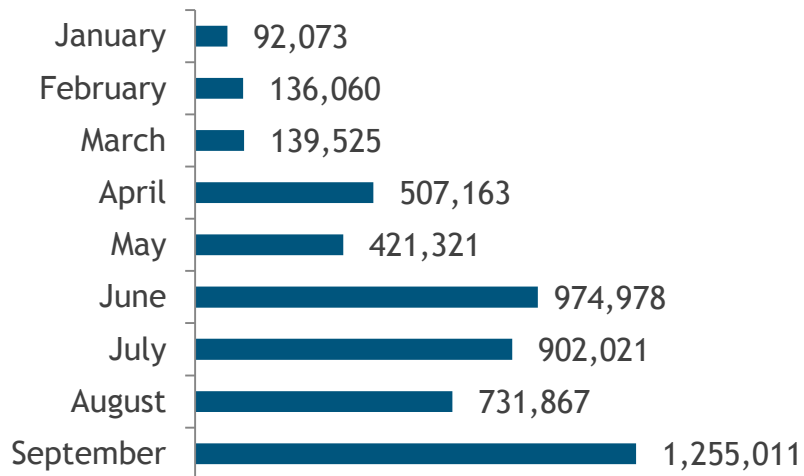
themes by sentiment



buzz



NARENDRA MODI



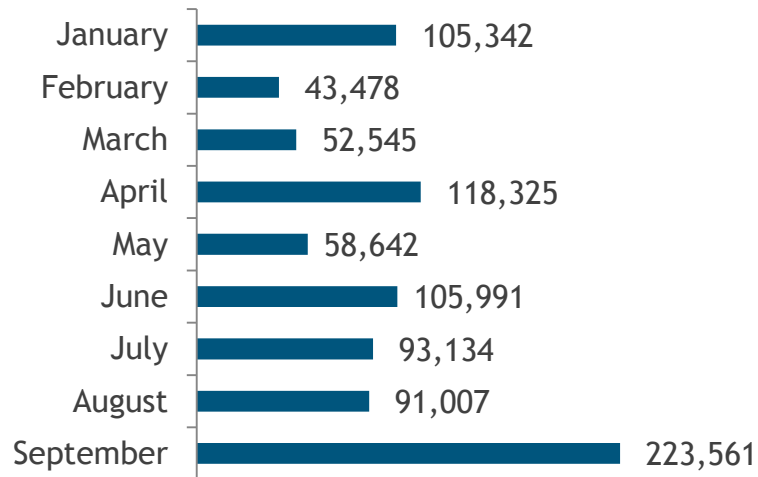
Buzz for Narendra Modi increased by 71% in September as compared to August.

The formal announcement of Narendra Modi as BJP's prime ministerial candidate for the 2014 elections was the key conversation driver for him.

buzz



RAHUL GANDHI



Mentions for Rahul Gandhi increased by 146% in September as compared to August.

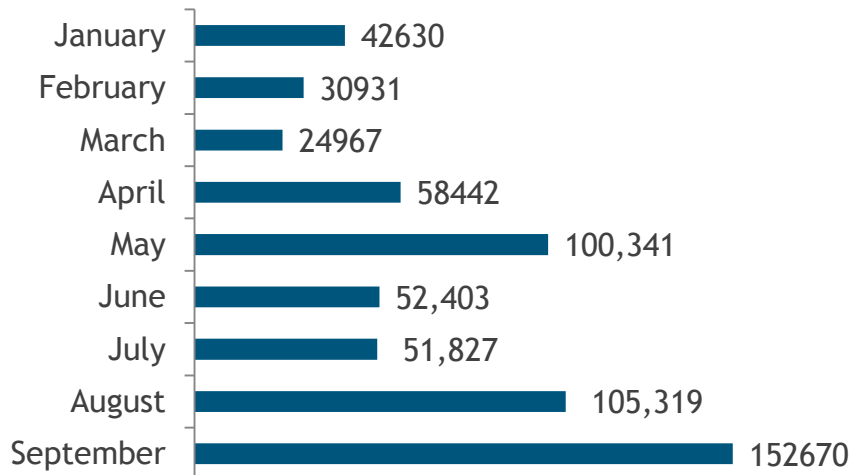
His rejection of the ordinance protecting convicted legislators from disqualification was the key conversation driver. This resulted in his climb to the 2nd position in September from the 4th position in August.

Prime Minister Manmohan Singh's statement that he would be happy to work under Rahul Gandhi's leadership next year was criticised by Narendra Modi, driving conversations for Rahul Gandhi.

buzz



MANMOHAN SINGH



Mentions for Manmohan Singh increased by 45% in September.

There were a large number of mentions for Manmohan Singh as people questioned why he alongside Sonia Gandhi and Rahul Gandhi were allowed to visit Muzaffarnagar in Uttar Pradesh after the riots, while Ravi Shankar Prasad and others were not.

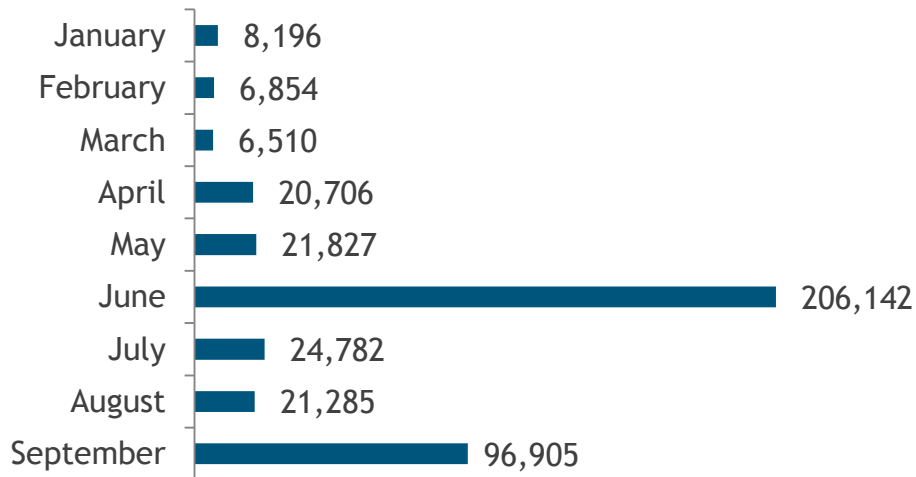
People re-shared Narendra Modi's wishes to Manmohan Singh on his birthday.

Pakistan Prime Minister Nawaz Sharif allegedly referring to Manmohan Singh as a 'dehati aurat' during an interview also drove conversations.

buzz



LK ADVANI



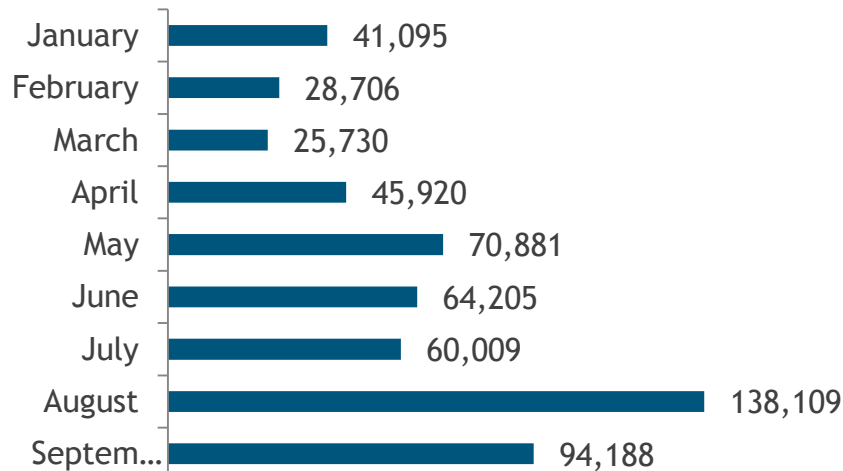
Mentions for LK Advani increased by 355% in September.

Harsha Bhogle's comparison of LK Advani to an ageing marketer who has lost the pulse of the young generation was shared multiple times online. There were also several mentions for him by people who believed that his opposition of Narendra Modi as BJP's prime ministerial candidate was bizarre as he had led BJP to defeat in the 2009 Lok Sabha elections.

buzz



SONIA GANDHI



Mentions for Sonia Gandhi decreased by 32% in September.

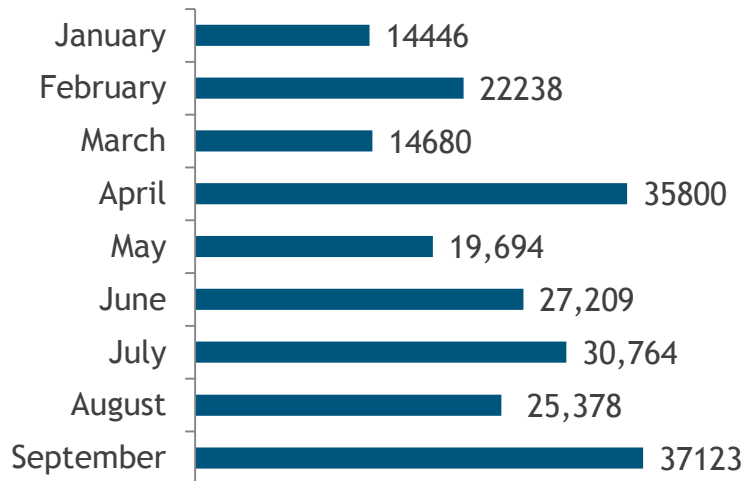
After an incident in Karnataka where a woman protestor was beaten up by police at Sonia Gandhi's rally, people expressed outrage online and questioned why people still go and vote for Congress, driving mentions for her.

Her visit to Muzaffarnagar after the riots alongside Prime Minister Manmohan Singh was another key conversation driver.

buzz



ARVIND KEJRIWAL



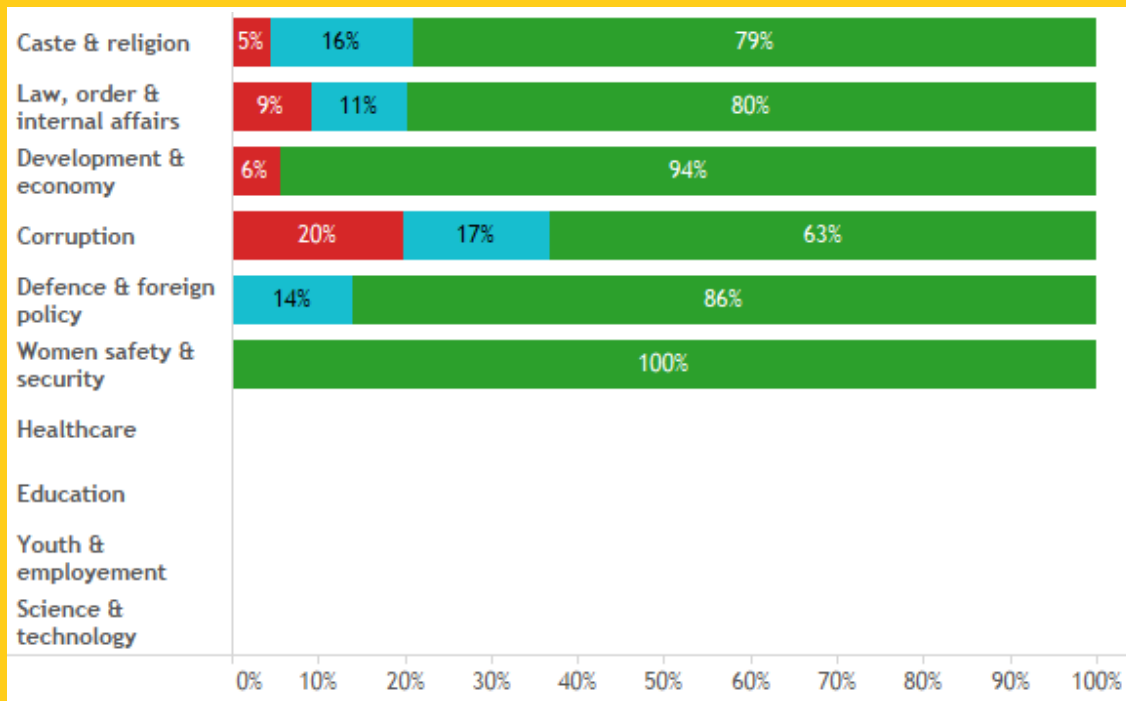
Mentions for Arvind Kejriwal increased by 46% in September.

People talked about how AAP issued a press release holding Narendra Modi and Amit Shah responsible for the Uttar Pradesh riots, but retracted it after Minority Affairs and Urban Development Minister Azam Khan's name came up, and removed the release from their website. This drove mentions for him.

THEMES BY SENTIMENT



NARENDRA MODI



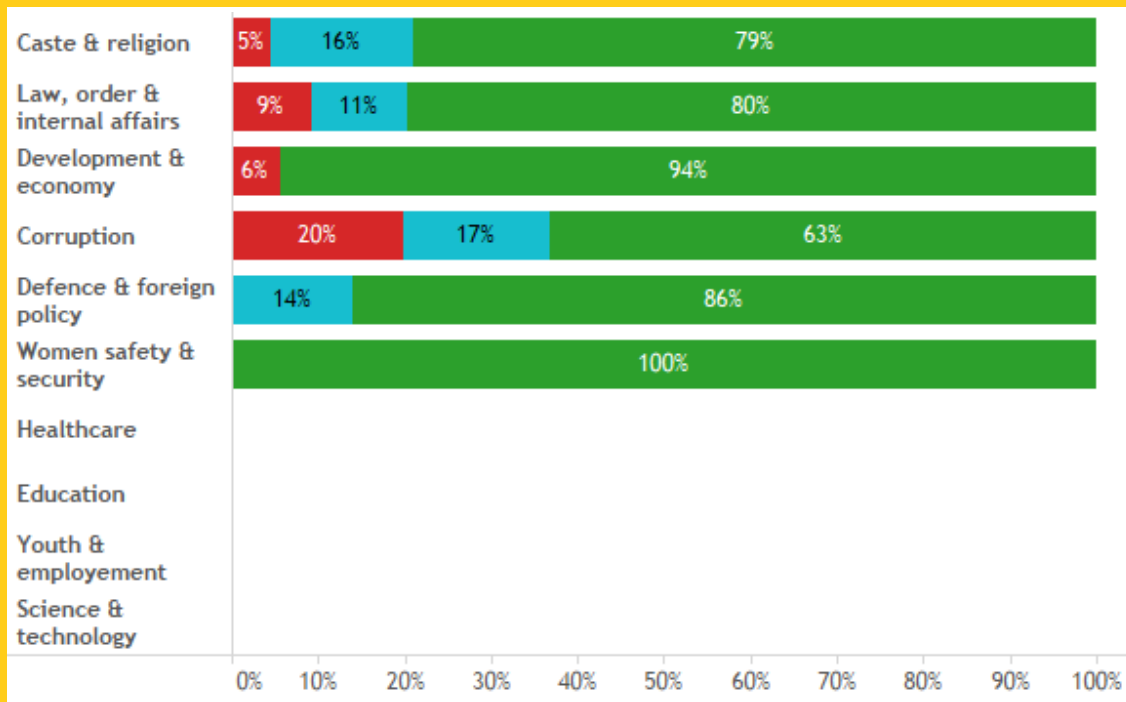
Caste & religion

- **Positive:** People shared their perception of Narendra Modi as a leader with great vision who does not treat Muslims as a vote bank. People also praised him for keeping Gujarat riot-free since 2002. These led to positive mentions for him.
- **Negative:** People retweeted a tweet calling Narendra Modi a new and more dangerous version of the communal Advani. People also highlighted how Rajnath Singh demanded Akhilesh Yadav's dismissal after the Uttar Pradesh riots, whereas BJP nominated Narendra Modi as their prime ministerial candidate after the Gujarat riots. These led to negative mentions for him.

THEMES BY SENTIMENT



NARENDRA MODI



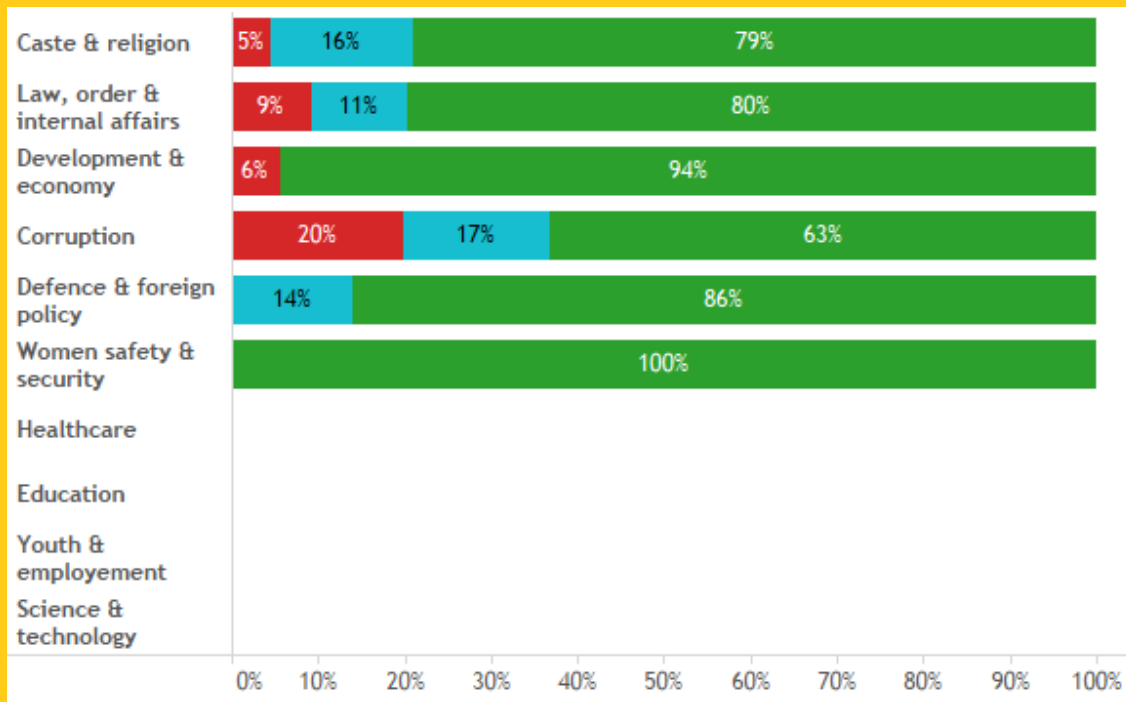
Law, order & internal affairs

- **Positive:** People widely retweeted a tweet exhorting Narendra Modi to lead the movement for scrapping the ordinance to protect convicted legislators from disqualification, and this contributed to positive mentions for him.
- **Negative:** A lot of people also questioned his silence on the ordinance, as several of his key aides have criminal cases against them. This led to negative mentions for him under 'Law, order & internal affairs' and 'Corruption'.

THEMES BY SENTIMENT



NARENDRA MODI



Development & economy

- Positive:** Some people shared their view that Narendra Modi is a leader with new economic vision and a new dream for India, and that development will be a key focus area for BJP during the 2014 Lok Sabha polls with Narendra as the prime ministerial candidate. These led to positive sentiment for him.
- Negative:** He also received negative mentions for focusing on the statue of Swami Vivekananda, instead of education and health facilities.

★ MOST SHARED CONTENT ★

10,036 shares

**ODigMa**
@odigma

Wishing #Namo all the best. Look forward to a leader who becomes a National Hero

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [🌀 Storify](#) [⋮ More](#)

2,461 shares

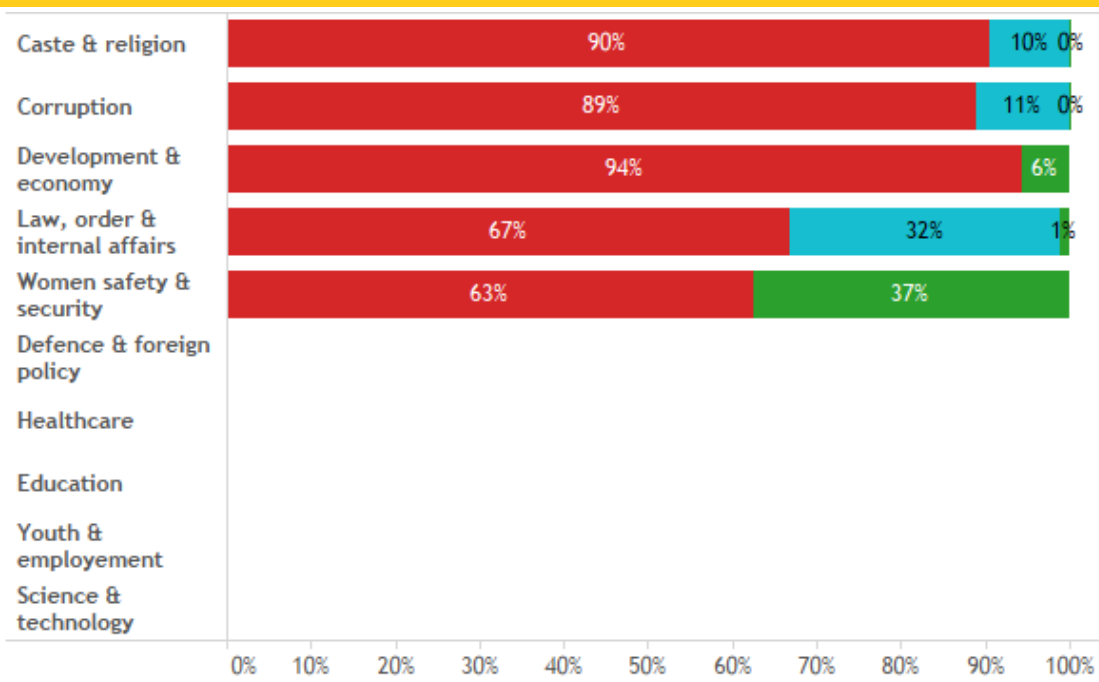
**Narendra Modi**
@narendramodi

PM talks of happily working under Rahul Gandhi's leadership next year! Wasn't he doing the same all these years? Misleading the nation again?

THEMES BY SENTIMENT



SONIA GANDHI



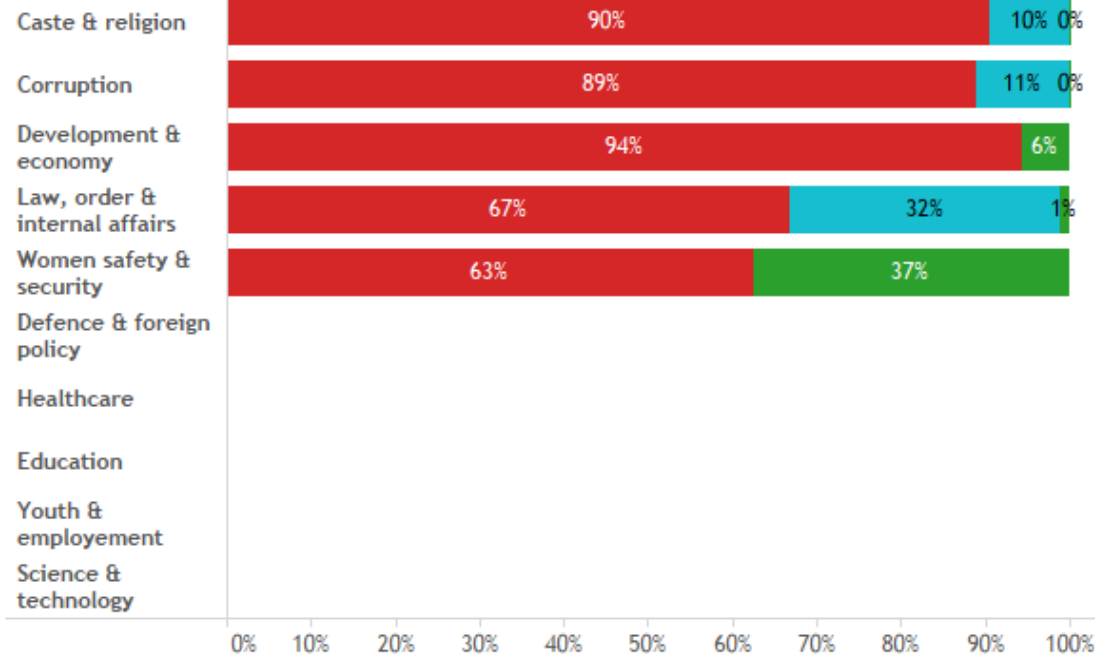
Caste & religion

- Negative:** People criticised her initial silence on the Muzaffarnagar riots, and later highlighted the fact that she only visited the Muslim areas. People also speculated that she visited Muzaffarnagar and not Kishtwar as Uttar Pradesh has a larger number of Lok Sabha seats than Jammu & Kashmir. This led to negative mentions.

THEMES BY SENTIMENT



SONIA GANDHI



Corruption

- **Negative:** People held her responsible for the corruption in country and said that under her leadership, India has become a 'mafia style corruptocracy'.

Development & economy

- **Positive:** The inauguration of Rajiv Gandhi Institute of Development Studies by her led to positive mentions.
- **Negative:** People spoke negatively about the poor state of development in the country and cited that the trade deficit has increased manifold under her leadership.

★ MOST SHARED CONTENT ★

303 shares



madhu trehan
@madhutrehan



Why were Ravi Shankar Prasad & others stopped from going into UP & Rahul, Sonia, MMS go on guided chopper ride into UP interiors? Just Asking

232 shares



Sushma Baliga
@sushmahari

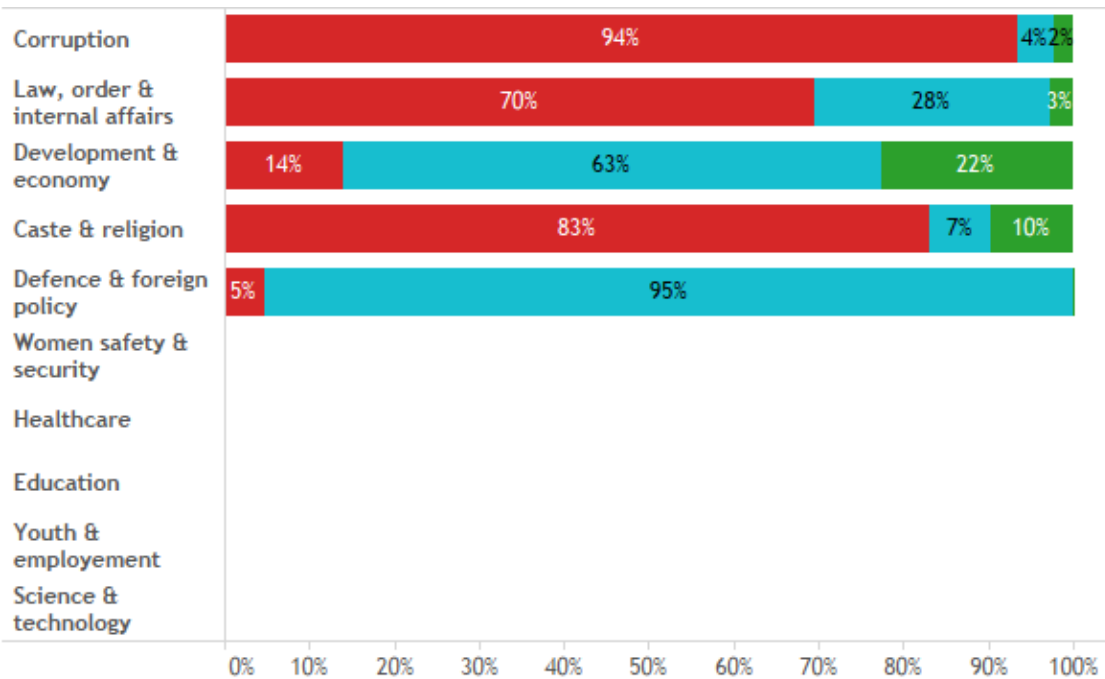


Woman beaten by police for waving black flag at Sonia Gandhi funcn.
Ppl.. still go vote for congress... #karnataka

THEMES BY SENTIMENT



MANMOHAN SINGH



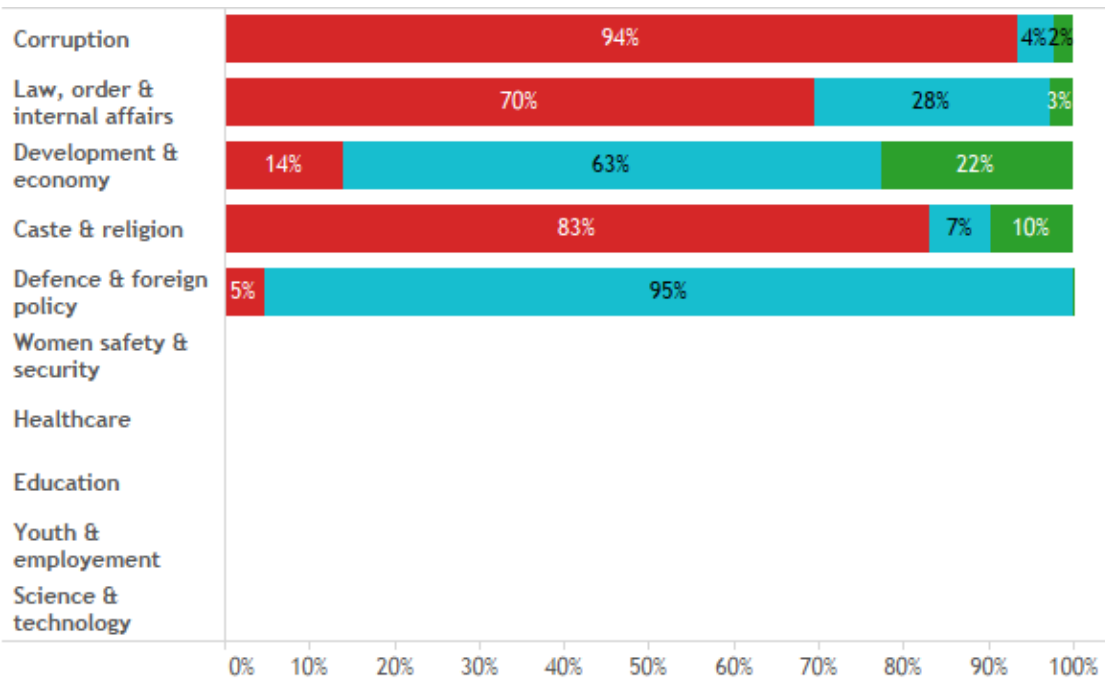
Corruption

- Positive:** Some people were of the opinion that Congress is attempting to project Rahul Gandhi as the new hope of the nation, while putting the blame for the widespread corruption and poor state of the economy on Manmohan Singh.
- Negative:** Some people were of the opinion that during his tenure as Prime Minister, every government department has been compromised as a result of various scams, he has presided over or pushed through all the fraudulent deals and he has never taken a stand against the rampant corruption.

THEMES BY SENTIMENT



MANMOHAN SINGH



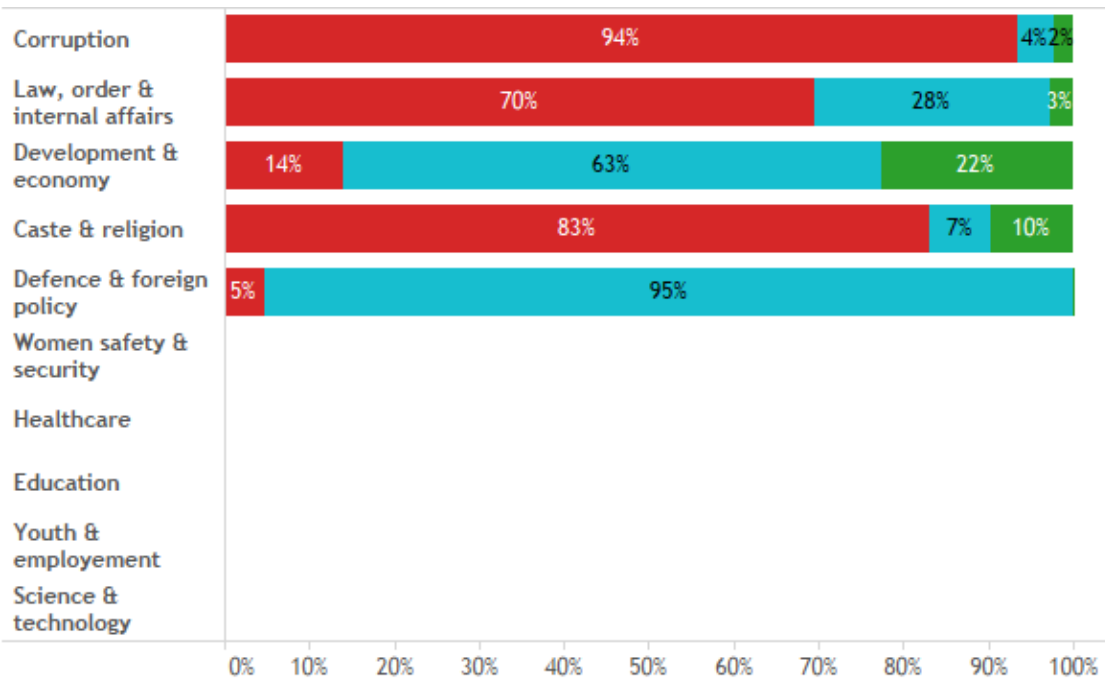
Law, order & internal affairs

- **Positive:** People praised him for visiting Muzaffarnagar and empathising with the people affected by the riots, while calling for strict action against the perpetrators.
- **Negative:** Some people retweeted a tweet saying that one of the people who should be arrested for the riots is Manmohan Singh. People also spoke negatively about him visiting only the Muslim areas during his tour of Muzaffarnagar.

THEMES BY SENTIMENT



MANMOHAN SINGH



Development & economy

- **Positive:** People referred to him as the brain behind the economic reforms in India and this led to positive mentions for him
- **Negative:** People compared economic conditions under Manmohan Singh's governance with economic conditions under the NDA government and said that not only is average inflation now higher, the GDP of the country has also declined.

★ MOST SHARED CONTENT ★

651 shares



Narendra Modi ✓
@narendramodi



Best wishes to Prime Minister Dr. Manmohan Singh on his birthday. I pray for his long and healthy life ahead.

303 shares



madhu trehan
@madhutrehan

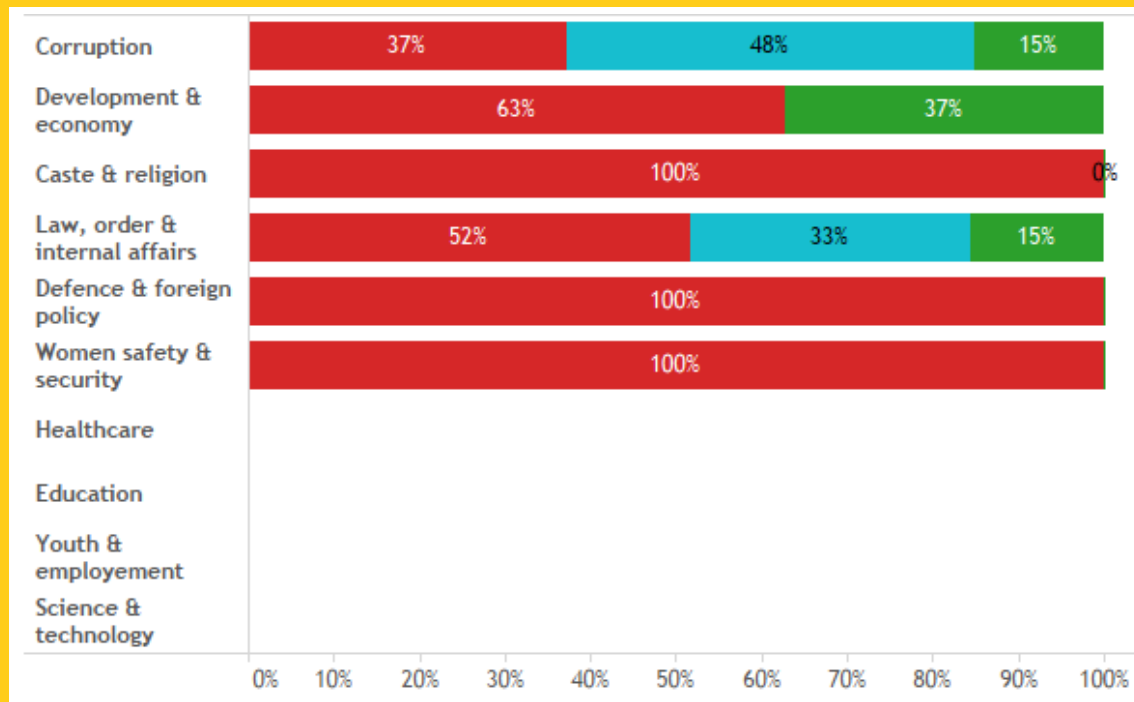


Why were Ravi Shankar Prasad & others stopped from going into UP & Rahul, Sonia, MMS go on guided chopper ride into UP interiors? Just Asking

THEMES BY SENTIMENT



RAHUL GANDHI



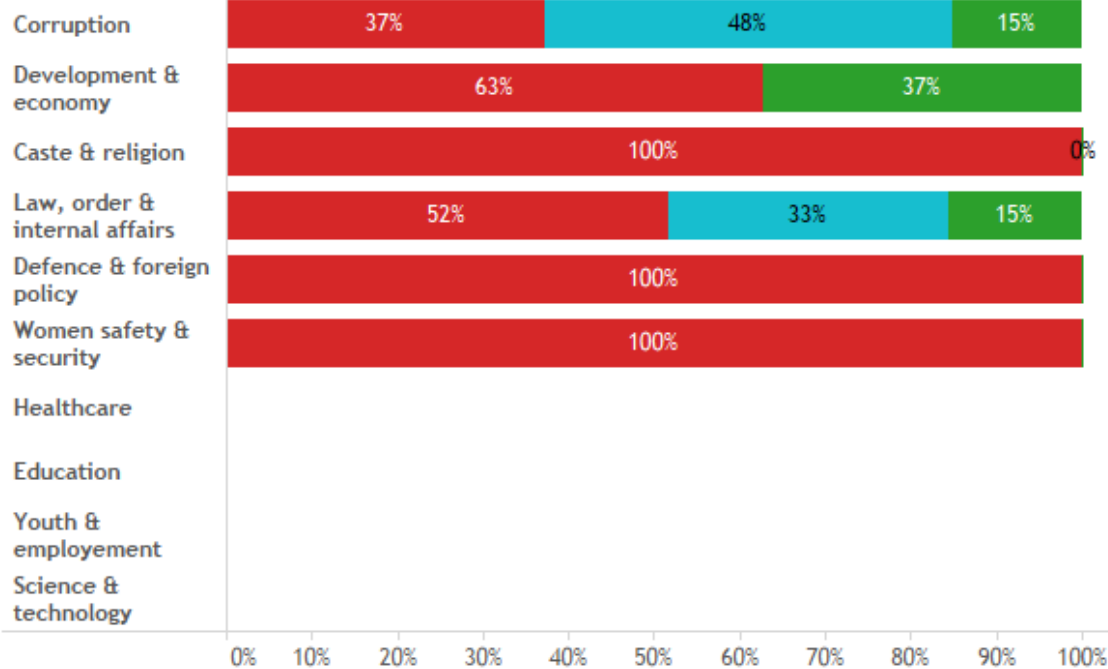
Corruption

- **Positive:** Rahul Gandhi's rejection of the ordinance protecting convicted legislators from disqualification found resonance online and led to positive mentions for him.
- **Negative:** Some people termed his rejection of the ordinance to protect convicted legislators from disqualification a ploy, saying that it had been drafted by the Congress and he would have had prior knowledge and this led to negative sentiment for him.

THEMES BY SENTIMENT



RAHUL GANDHI



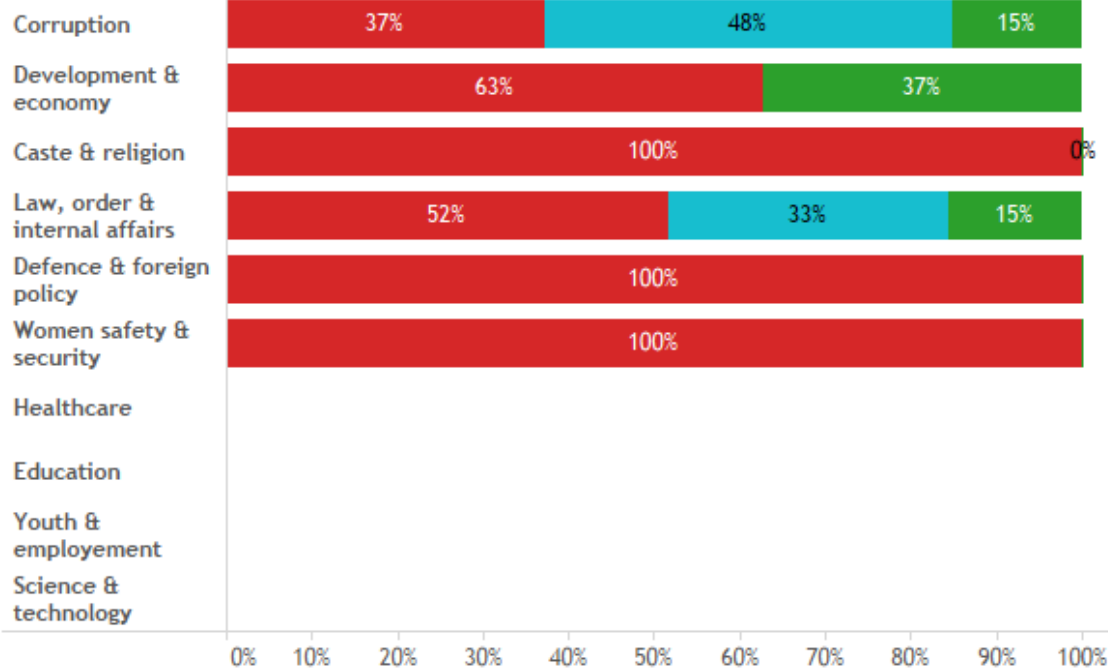
Development & economy

- **Positive:** The inauguration of a series of development projects in Rajasthan by Rahul Gandhi, and his addressing a public rally in Baran led to positive mentions for him.
- **Negative:** Some people expressed an opinion that Rahul Gandhi has no clue about the Indian economy and termed him a 'black sheep'.

THEMES BY SENTIMENT



RAHUL GANDHI



Caste & religion

- Negative:** Along with Sonia Gandhi, people also criticised him for his initial silence on the Muzaffarnagar riots, and then noted that he only visited the Muslim areas. People also speculated that he visited Muzaffarnagar and not Kishtwar as Uttar Pradesh has a larger number of Lok Sabha seats than Jammu & Kashmir. These led to negative mentions for him.

★ MOST SHARED CONTENT ★

2,461 shares

**Narendra Modi** ✓
@narendramodi Follow

PM talks of happily working under Rahul Gandhi's leadership next year! Wasn't he doing the same all these years? Misleading the nation again?

1,118 shares

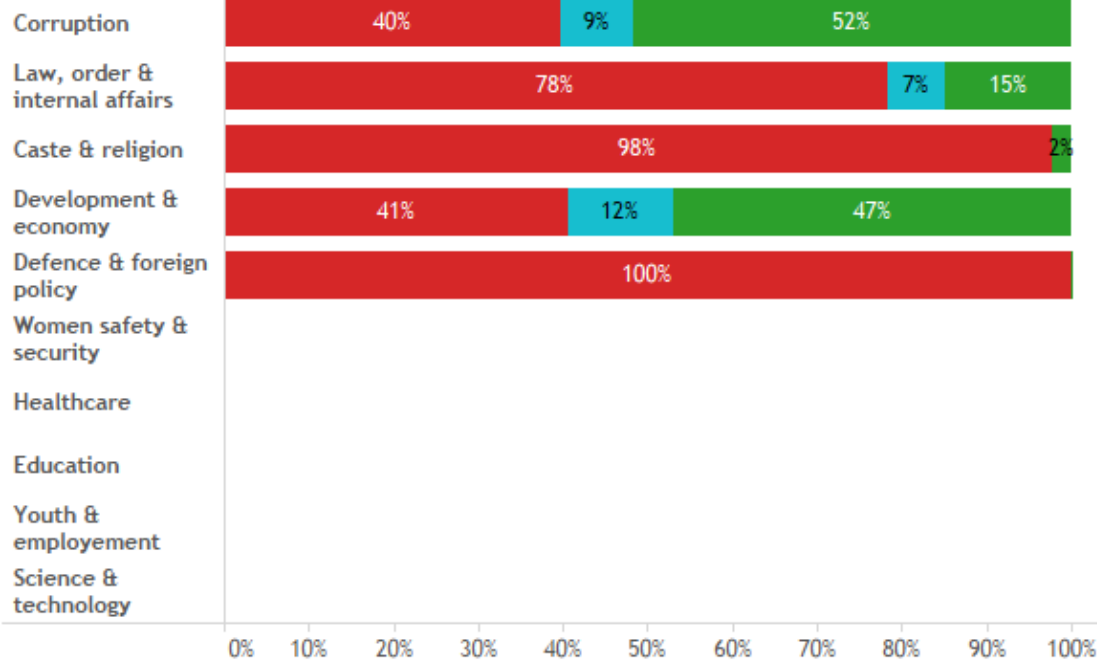
**Chetan Bhagat** ✓
@chetan_bhagat Follow

Between Nawaz Sharif and Rahul Gandhi's chir-haran of the PM, ironic the only man saving some of his izzat is Narendra Modi.

THEMES BY SENTIMENT



ARVIND KEJRIWAL



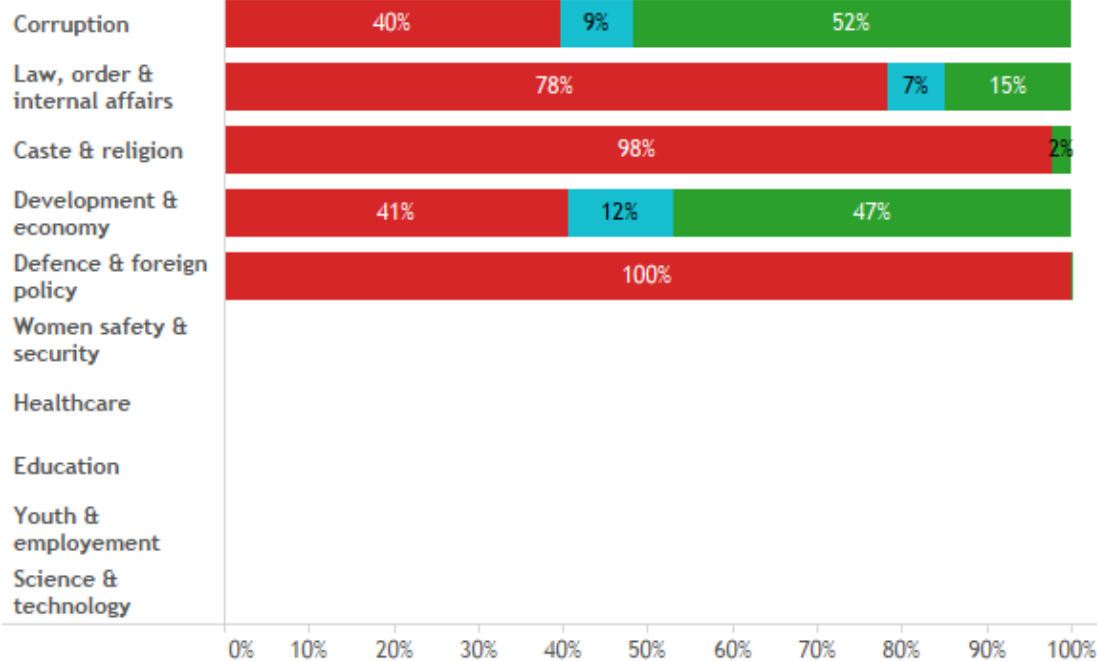
Corruption

- Positive:** Arvind Kejriwal's statement blaming the government for not implementing the Lokpal Bill was shared multiple times online. He stated that all his candidates are honest leaders with no criminal charges. This was shared multiple times and led to positive mentions for him.
- Negative:** People mocked Arvind Kejriwal when it was found out that one of the AAP candidates, Deshraj Raghav, was facing corruption charges.

THEMES BY SENTIMENT



ARVIND KEJRIWAL



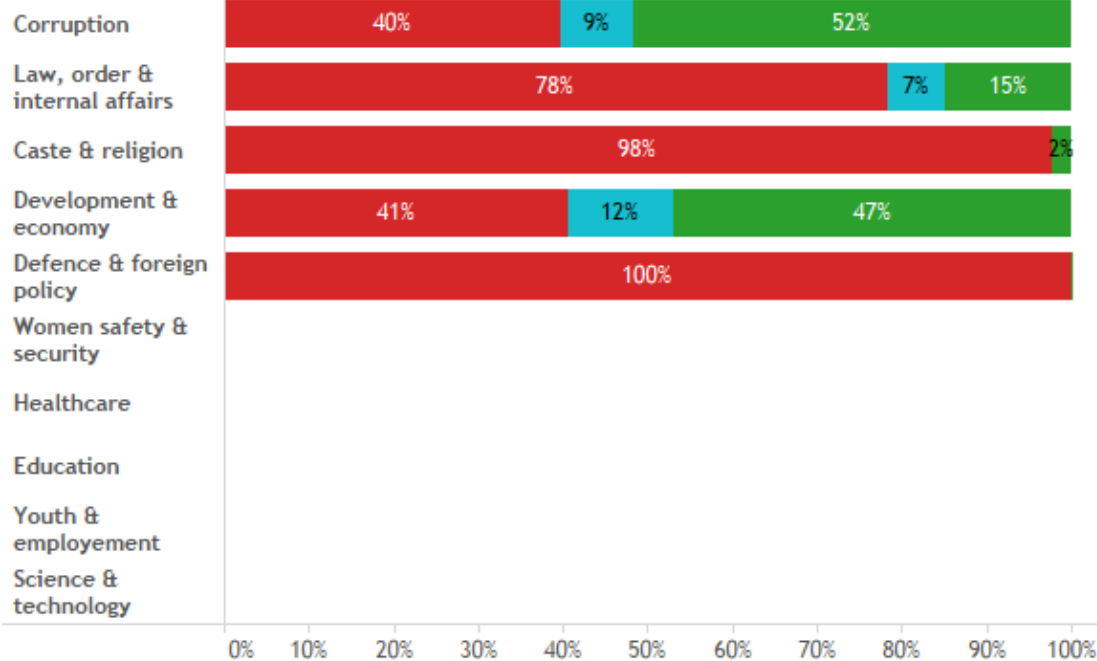
Law, order & internal affairs

- **Positive:** Arvind Kejriwal's stand on the right to negative voting and discarding the ordinance to protect legislators from disqualification led to positive mentions for him.
- **Negative:** People talked about how AAP issued a press release holding Narendra Modi and Amit Shah responsible for the Uttar Pradesh riots, but retracted it after Minority Affairs and Urban Development Minister Azam Khan's name came up, and removed the release from their website.

THEMES BY SENTIMENT



ARVIND KEJRIWAL



Caste & religion

- **Positive:** People believed that secular people supports Arvind Kejriwal and this contributed to his positive mentions.
- **Negative:** People talked about how AAP removed a press release from their own website where formerly Arvind Kejriwal blamed Narendra Modi and Amit Shah for the UP riots but retracted the same after Azam Khan, Minority Affairs and Urban Development Minister's name came up. This drove conversations around him.

★ MOST SHARED CONTENT ★

192 shares



Rofl Indian
@Roflindian



 Follow

Ideally, Anna Hazare and Kejriwal should feature in Fast and Furious 7. One always fasts. The other is always furious.

159 shares



Tajinder Pal S Bagga
@tajinderbagga



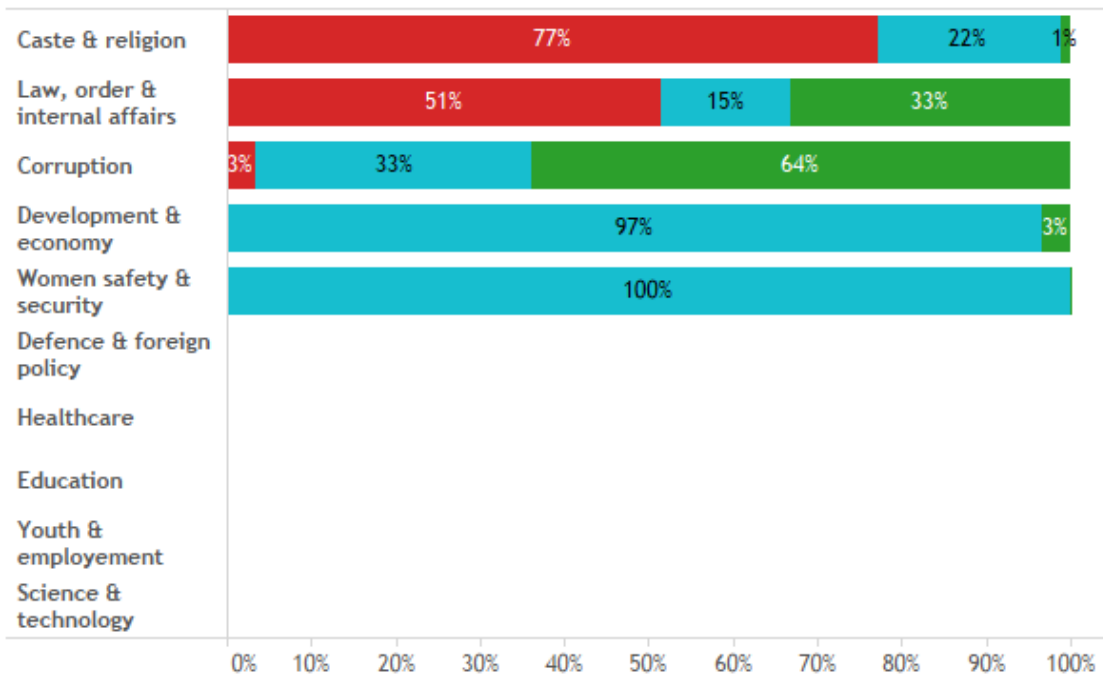
 Follow

Kejriwal blamed Modi/Amit Shah 4 #UPriots
But whn Azam khan name exposed by
[@HeadlinesToday](#) he silently delete his PR

THEMES BY SENTIMENT



LK ADVANI



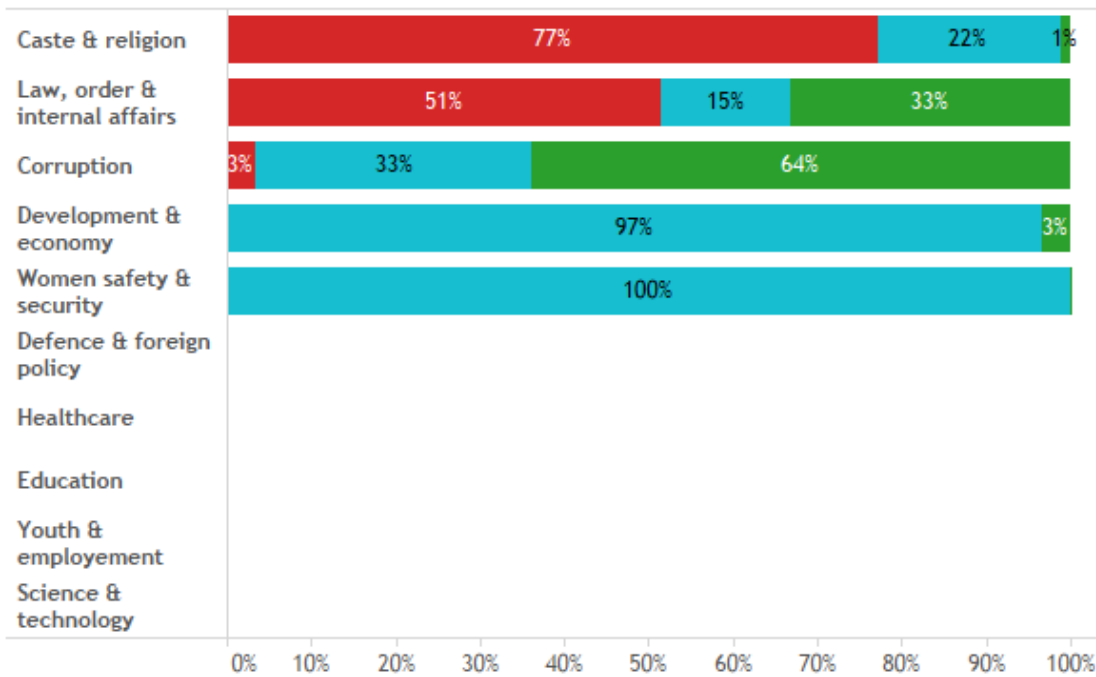
Caste & religion

- **Positive:** People termed him the 'nayak' of the Hindutva revolution in India and this contributed to positive mentions.
- **Negative:** He being perceived as a leader who injected communalism into Indian politics led to negative mentions for him.

THEMES BY SENTIMENT



LK ADVANI



Law, order & internal affairs

- **Positive:** LK Advani's stand against the ordinance protecting convicted legislators from disqualification and his appeal to the President to not sign the ordinance led to positive mentions for him.
- **Negative:** A tweet comparing the riots in Uttar Pradesh to the 2002 Gujarat riots spoke negatively about LK Advani's actions post the 2002 riots, and this was widely retweeted, contributing to negative mentions for him.

★ MOST SHARED CONTENT ★

254 shares

**Harsha Bhogle** ✓
@bhogleharsha Follow

i wonder if, like some ageing marketers, advani ji has missed the pulse of a new, different generation.

207 shares

**Pathena**
@4pathena Follow

Same destination RT “@iamnarendranath:
Once upon a time Advani & Modi both in
same journey.now opted different route

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 21,97,701 mentions of various combinations of these keywords were found between 1 September to 30 September 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, Sonia Gandhi, Manmohan Singh, Rahul Gandhi, LK Advani 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.
- 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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