

INDIAN ELECTION 2014

GEARING UP FOR THE WORLD'S LARGEST
DEMOCRATIC ELECTION



Simplify
360°

SOCIAL
MEDIA
BUZZ
ANALYSIS
REPORT

March 2014

ET

What to expect?

1. Top 10 Politicians
2. Top Political Parties
3. Uncover the key insights on elections
4. Dig out relevant demographics



Key Findings this March

- **Narendra Modi, Arvind Kejriwal and Rahul Gandhi** trio were the top 3 most talked about politicians.
- With the polling dates coming closer, popularity of most of the politicians is increasing.
- Narendra Modi extended the lead with 76 SSI score compared to second position Arvind Kejriwal with SSI score of 73.
- BJP, Congress and AAP maintained their leadership on social media.
- Despite scoring the highest on social media, BJP is among the top 3 least favoured political party while Congress is among the top 3 most favoured political party.
- On an average there were 43 lakhs conversations per day on Indian politics on social media.

TOP 10 POLITICIANS

March
2014



TOP 10 MOST POPULAR POLITICIANS



Simplify360
Social Index (SSI)

76



1 Narendra Modi

No. of unique people talking **1,97,902**
Total buzz in the month **15,29,796**

73



2 Arvind Kejriwal

No. of unique people talking **2,20,069**
Total buzz in the month **20,14,259**

72



3 Rahul Gandhi

No. of unique people talking **79,713**
Total buzz in the month **3,29,180**

71



4 Sonia Gandhi

No. of unique people talking **31,495**
Total buzz in the month **76,416**

68



5 Rajnath Singh

No. of unique people talking **30,046**
Total buzz in the month **84,897**

66



6 Manmohan Singh

No. of unique people talking **25,601**
Total buzz in the month **40,941**

66



NEW ENTRANT

7 Shashi Tharoor

No. of unique people talking **16,485**
Total buzz in the month **31,088**

65



NEW ENTRANT

8 Sharad Pawar

No. of unique people talking **15,120**
Total buzz in the month **27,216**

64



NEW ENTRANT

9 Yogendra Yadav

No. of unique people talking **33,647**
Total buzz in the month **96,368**

64



NEW ENTRANT

10 Arun Jaitley

No. of unique people talking **19,167**
Total buzz in the month **46,910**

Ranking of politicians based on a politician's overall score, in case of politician having same SSI, ranking based on Unique people

SSI BREAK-UP OF TOP 10 POLITICIANS



RANK	POLITICIAN	AWARENESS	SPREAD	PROMINENCE	FAVORABILITY	SSI
1	Narendra Modi	88	40	88	77	76
2	Arvind Kejriwal	88	33	88	67	73
3	Rahul Gandhi	82	50	76	72	72
4	Sonia Gandhi	70	76	64	73	71
5	Rajnath Singh	71	60	64	76	68
6	Manmohan Singh	66	82	50	66	66
7	Shashi Tharoor	58	93	45	78	66
8	Sharad Pawar	56	92	45	76	65
9	Yogendra Yadav	72	42	64	69	64
10	Arun Jaitley	60	82	57	61	64

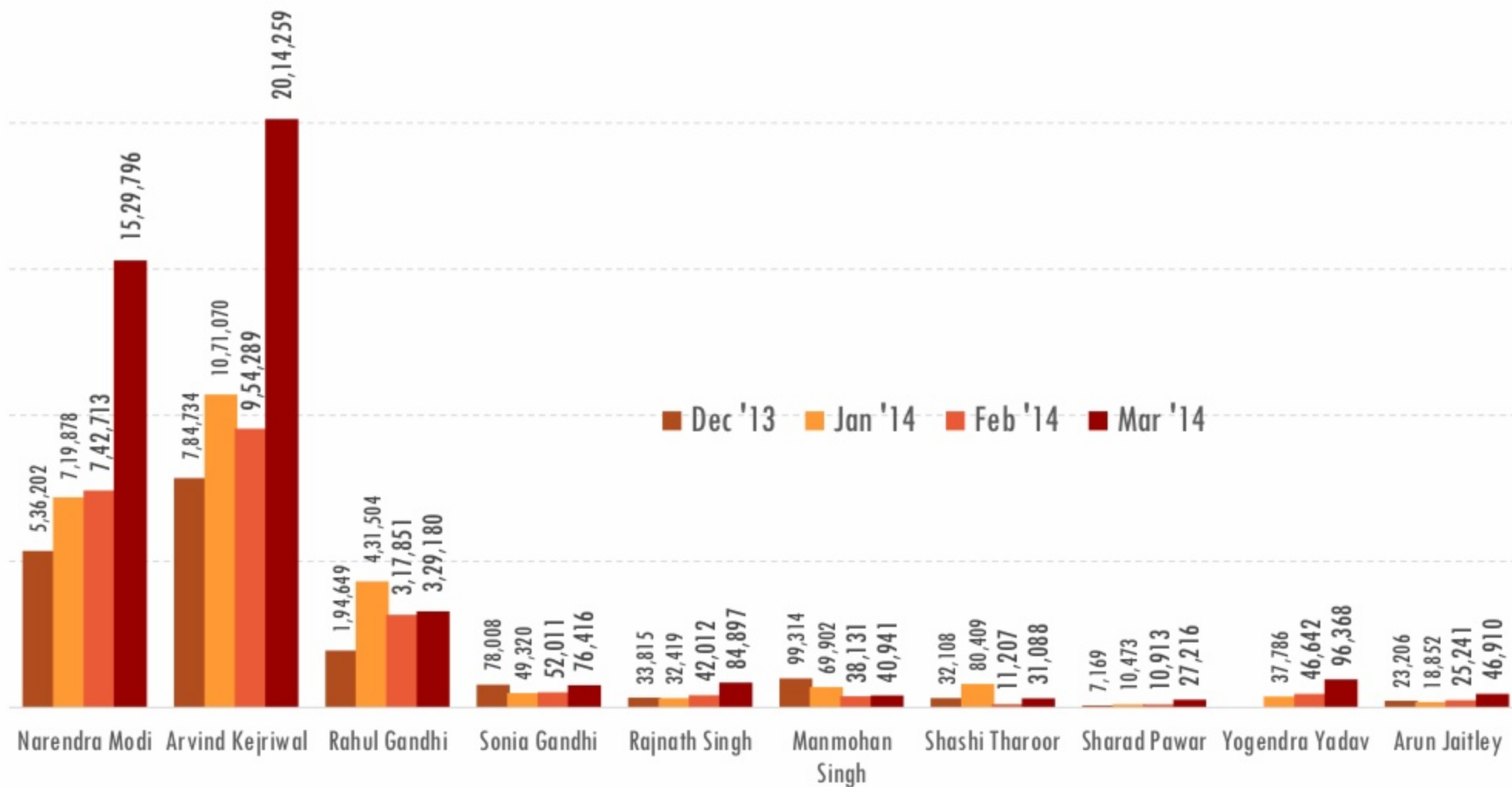
Awareness: Based on total mentions and unique people talking about a party/politician

Spread: Measures the quality of mentions spread by considering Total impressions, total buzz and unique people talking

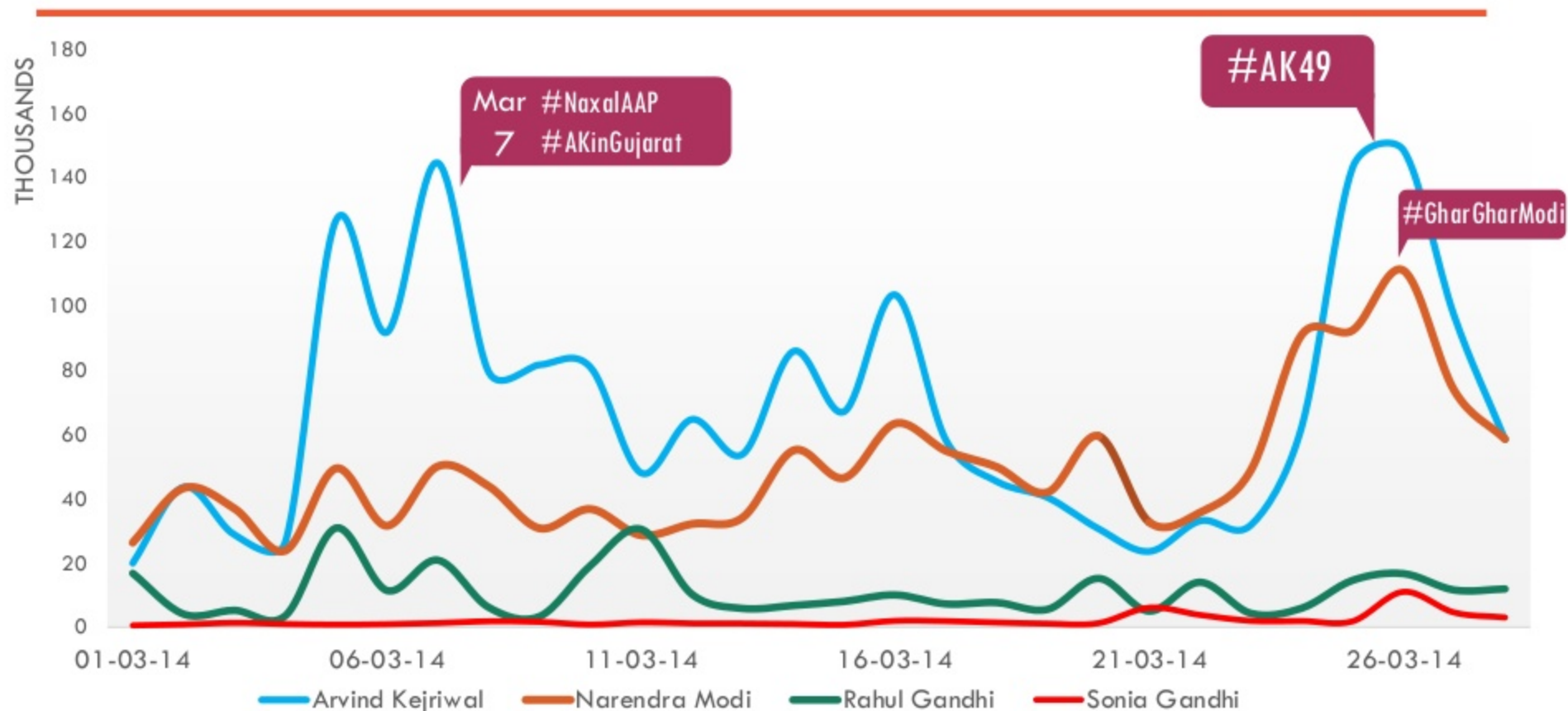
Prominence: A measure of how prominent a politician on other social media platforms, which is measured by considering the links shared, images and videos uploaded

Favorability: The extent of favorability of a politician/party. Sentiment is used for arriving at the score

SOCIAL MEDIA BUZZ OF POLITICIANS IN THE LAST 3 MONTHS



ARVIND KEJRIWAL'S VISIT TO GUJARAT, AAP ASSOCIATED WITH NAXALS



Daily mentions of the top 4 politicians in March, 2014

Trending topics on the top politicians

ARVIND KEJRIWAL		NARENDRA MODI		RAHUL GANDHI	
AK49	2,72,464	GharGharModi	2,63,848	AamchaRahul	79,017
AKinGujarat	1,46,991	NaMo	2,59,186	RGinUP	25,114
NaxalAAP	1,12,031	MyVoteForModi	1,10,683	BharatKeMazbootHaath	19,824
AKasksModi	59,363	Feku	76,862	MyCongressManifesto	17,399



TOP TWEETS ON MODI



1



Narendra Modi
@narendramodi



Follow

Grateful to the Party for giving me opportunity to contest the election from the holy city of Varanasi! An honour to contest from Varanasi.

Reply Retweet Favorite More

RETWEETS
3,655

FAVORITES
2,514



2:11 PM - 15 Mar 2014

3



Arvind Kejriwal
@ArvindKejriwal



Follow

@narendramodi No sir. The unique experience was that BJP and Cong came together to defeat anti-corruption Janlokpal Bill.

Reply Retweet Favorite More

RETWEETS
2,938

FAVORITES
2,236



1:16 PM - 26 Mar 2014

2



NewsX
@newsxonline

IS CONGRESS COLLAPSING WITH THE RISE OF NARENDRA MODI?
[#CONGIMPLODING bit.ly/1f0zVoA](https://bit.ly/1f0zVoA)

Reply Retweet Favorite Pocket More

RETWEETS
3,562

FAVORITES
85



6:07 AM - 4 Mar 2014

4



WikiLeaks
@wikileaks

Narendra Modi's [#BJP](#) has been pushing this fake [#Modi](#) endorsement fekle.in/wp-content/upl... - but [#Assange](#) has never said anything about [#Modi](#)

Reply Retweet Favorite Pocket More

RETWEETS
2,030



FAVORITES
563



2:13 PM - 16 Mar 2014






TOP TWEETS ON ARVIND KEJRIWAL



1  **NewsX**
@newsxonline 



WHO MAKES MAXIMUM FALSE PROMISES AMONG @narendramodi @ArvindKejriwal RAHUL GANDHI FOR 2014 VOTE-BANK? #DECISION2014

bit.ly/1In56md





 Reply  Retweet  Favorite  Pocket  More

RETWEETS 3,697 FAVORITES 13

3:50 PM - 27 Feb 2014

3  **Sadanand Dhume**
@dhume 

Can't say about Varanasi, but it's pretty clear that Arvind Kejriwal will win in a landslide from both NDTV South and CNN-IBN Central. #AAP

 Reply  Retweet  Favorite  More

RETWEETS 1,611 FAVORITES 509

9:22 PM - 28 Mar 2014

2  **Vote 4 AAP - वोट 4 AAP**
@Vote4AAP 



Spreading Lies About What #AAP Govt Did During #AK49 ? Find Out Here: #LiesOfModiGovt (1/5) @ChaudharyRamesh pic.twitter.com/leUF254pSY

 Reply  Retweet  Favorite  Pocket  More






RETWEETS 1,772 FAVORITES 82

11:01 PM - 26 Mar 2014

4  **Rahul Kanwal**
@rahuikanwal 

When we went to then Delhi CM @ArvindKejriwal office to ask him questions he used Delhi Police to manhandle our journalists & push them away

 Reply  Retweet  Favorite  More

RETWEETS 1,526 FAVORITES 398

12:12 PM - 7 Mar 2014

TOP TWEETS ON RAHUL GANDHI



1



Sunil

@akshaykanitkar



Follow

Jacky Bhagnani is playing Rahul Gandhi in Youngistan, while Rahul Gandhi is playing Jacky Bhagnani in real life

[View translation](#)

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

RETWEETS

1,577

FAVORITES

669



11:44 PM - 26 Mar 2014

3



Swami Ramdev

@yogrishiramdev



Follow

Me & Rahul Gandhi have the same rashi & we r doing the same effort. I am finishing congress from outside & he is doing the same from inside

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

RETWEETS

1,471

FAVORITES

618



6:31 PM - 21 Mar 2014

2



Arvind Kejriwal

@ArvindKejriwal



Follow

Both Modi and Rahul Gandhi support high gas prices for Ambani. Only AAP has the courage to directly confront Ambani.

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

RETWEETS

1,499

FAVORITES

913



9:30 PM - 24 Mar 2014

4



Tinu Cherian Abraham

@tinucherian

I want to see an US Presidential style public debate between Narendra Modi, Rahul Gandhi & Arvind Kejriwal. RT if you want so !

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

RETWEETS

850

FAVORITES

218



4:42 PM - 25 Mar 2014

Politicians by favorability score

Most favoured



1. SACHIN PILOT

91



2. ANURAG SINGH THAKUR

88



3. NAVEEN JINDAL

87

Least favoured



1. JASWANT SINGH

41



2. P. CHIDAMBARAM

52



3. MAMATA BANERJEE

53

Note: Analysis based on the top politicians whose buzz volume is greater than 5K during March month

TOP POLITICAL PARTIES

March
2014



TOP POLITICAL PARTIES



Simplify360 Social Index (SSI)

74



1

Bharatiya Janata Party

No. of unique people talking 2,10,105

Total buzz in the month 21,16,562

73



2

Indian National Congress

No. of unique people talking 1,24,633

Total buzz in the month 4,79,477

72



3

Aam Admi Party

No. of unique people talking 1,09,097

Total buzz in the month 8,05,092

68



4

NCP

No. of unique people talking 19,402

Total buzz in the month 38,216

56



NEW ENTRANT

5

Bahujan Samaj Party

No. of unique people talking 13,894

Total buzz in the month 24,535

56



NEW ENTRANT

6

Dravida Munnetra Kazhagam

No. of unique people talking 8,370

Total buzz in the month 15,575

SSI BREAK-UP OF TOP POLITICAL PARTY



RANK	POLITICIAN	AWARENESS	SPREAD	PROMINENCE	FAVORABILITY	SSI
1	Bharatiya Janata Party	88	41	88	65	74
2	Indian National Congress	83	46	79	77	73
3	Aam Admi Party	85	29	87	74	72
4	Nationalist Congress Party	59	92	53	76	68
5	Bahujan Samaj Party	52	62	35	79	56
6	Dravida Munnetra Kazhagam	39	94	36	71	56

Awareness: Based on total mentions and unique people talking about a party/politician

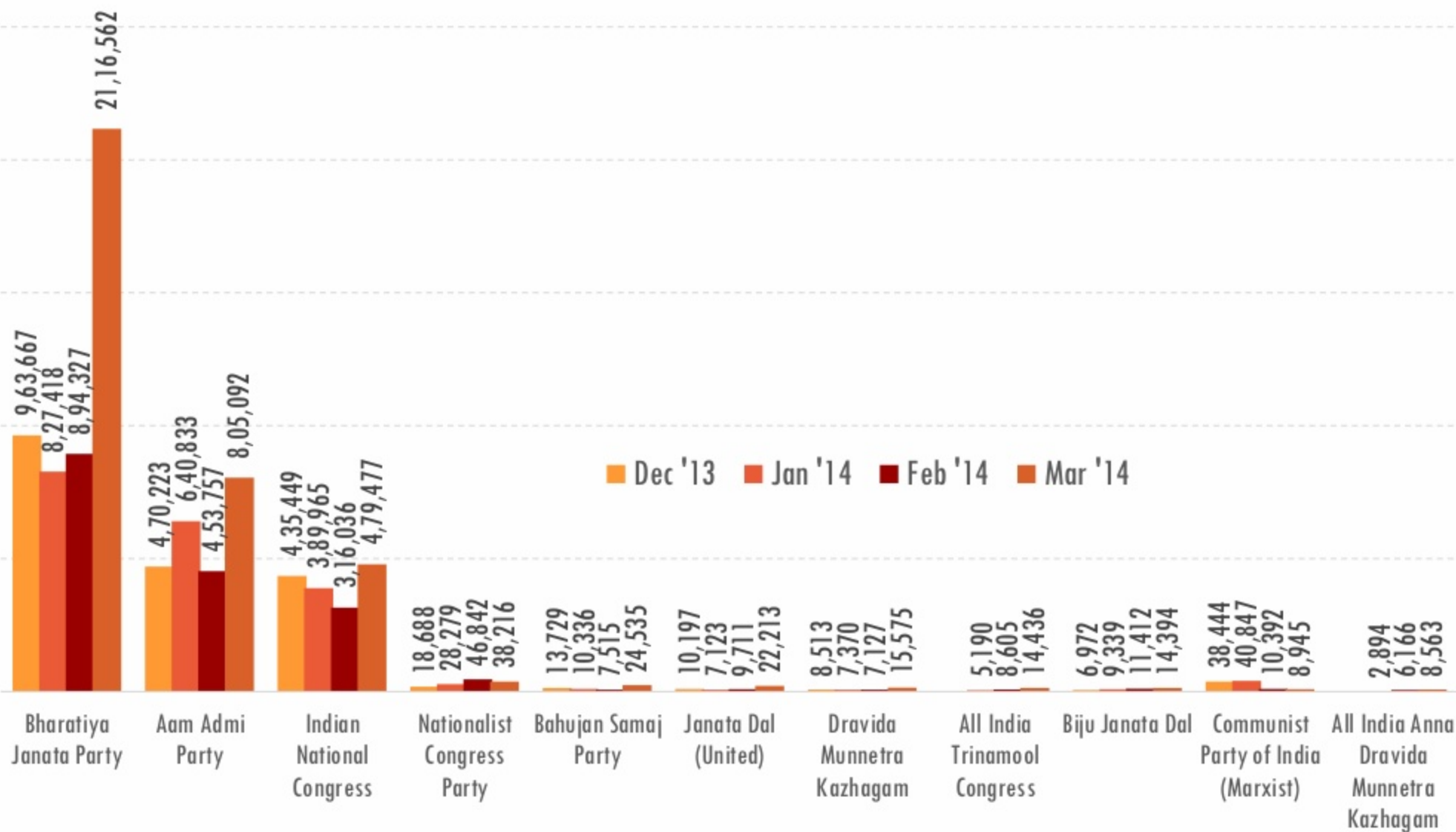
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Prominence: A measure of how prominent a politician on other social media platforms, which is measured by considering the links shared, images and videos uploaded

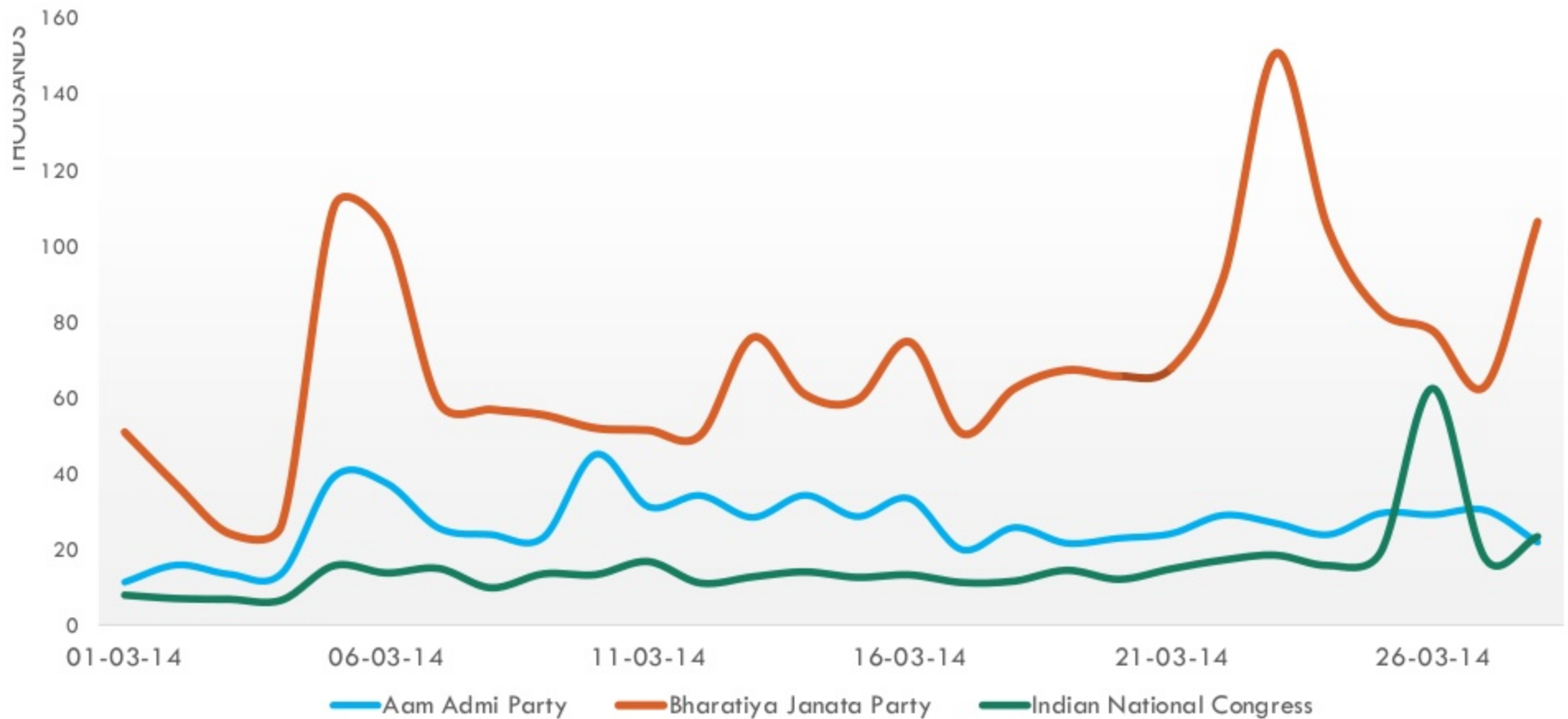
Favorability: The extent of favorability of a politician/party. Sentiment is used for arriving at the score

Ranking of political party based on a party's overall score, in case of party having same SSI, ranking based on Unique people

SOCIAL MEDIA BUZZ OF POLITICAL PARTIES IN THE LAST 4 MONTHS



BJP LEADS MOST OF THE DAYS FOLLOWED BY AAP



Daily mentions of the top 3 political parties in March, 2013



TOP TWEETS ON BJP



1

**AbhiJat**
@Abhi_jat_Sharma

#VenodSharma ke HJC join karne ka virodh BJP bhi karegi kiyunki wo nahi chahegi ki koi bhi HJC ko #haryana mai mazboot kare.
[@HaryanaTweets](#)



 Reply  Retweet  Favorite  More



RETWEETS	FAVORITES
3,123	65







8:37 PM - 7 Mar 2014

3


**Arvind Kejriwal** 
@ArvindKejriwal

@narendramodi No sir. The unique experience was that BJP and Cong came together to defeat anti-corruption Janlokpal Bill.

 Reply  Retweet  Favorite  More

RETWEETS	FAVORITES
2,938	2,236



10:46 PM - 26 Mar 2014

2

**Dinesh Chawla**
@chawla_dinsh

BJP and congress scared of #VenodSharma popularity in #haryana and joining @bishnoikuldeep . @HaryanaTweets @Haryanavision

 Reply  Retweet  Favorite  More

RETWEETS	FAVORITES
3,122	69



3:23 PM - 8 Mar 2014

4

**WikiLeaks** 
@wikileaks

Narendra Modi's #BJP has been pushing this fake #Modi endorsement [fekle.in/wp-content/upl...](#) - but #Assange has never said anything about #Modi

 Reply  Retweet  Favorite  Pocket  More

RETWEETS	FAVORITES
2,030	563



11:43 PM - 16 Mar 2014

TOP TWEETS ON CONGRESS



1  **Dinesh Chawla**  @chawla_dinsh  

BJP and congress scared of #VenodSharma popularity in #haryana and joining @bishnoikuldeep . @HaryanaTweets @Haryanavision

 Reply  Retweet  Favorite  More

RETWEETS	FAVORITES
3,122	69



3:23 PM - 8 Mar 2014

3  **Chetan Bhagat**  @chetan_bhagat  





3-4 more smart Congress comments like 'chop Modi' and NDA will get to 272 quite easily. BJP must send the guy a thank you note.

 Reply  Retweet  Favorite  More





RETWEETS	FAVORITES
703	389




4:46 PM - 28 Mar 2014

2  **Swami Ramdev**  @yogishramdev  





Me & Rahul Gandhi have the same rashi & we r doing the same effort. I am finishing congress from outside & he is doing the same from inside

 Reply  Retweet  Favorite  More





RETWEETS	FAVORITES
1,471	618




6:31 PM - 21 Mar 2014

4  **Sadanand Dhume**  @dhume  

A Brief History of the U-turn: No party w/out Anna. No Congress support. No govt. bungalow. No private jet. No MLAs as MP candidates. #AAP

 Reply  Retweet  Favorite  More

RETWEETS	FAVORITES
682	188



9:37 AM - 19 Mar 2014

TOP TWEETS ON AAP



1



Dibang
 @dibang




Why overreact to **#AAP** Kejriwal's criticism. Kejriwal's criticism of media legitimate: N Ram of The Hindu thehindu.com/news/national/...

 Reply
  Retweet
  Favorite
  Pocket
  More

RETWEETS

963

FAVORITES

416



10:11 AM - 16 Mar 2014

2



Yogendra Yadav 
 @AapYogendra




I am not embarrassed by the ink on my face, its just an act of cowardice. Request all **#AAP** supporters to ignore. ndtv.com/elections/arti...

 Reply
  Retweet
  Favorite
  Pocket
  More


NDTV

AAP leader Yogendra Yadav's face smeared with ink at Delhi event

The attack happened while Mr Yadav was addressing supporters at a Women's Day event at Jantar Mantar in the national capital.

[View on web](#)



RETWEETS

729

FAVORITES

369



3:32 PM - 8 Mar 2014

3



Bangalore Vote 4 AAP
 @manish_jeo




Minor Damage of already nt functional Metal detector **#AAPChaos** & this **#BJP** drama is **#BJPPeaceMission** as per @timesnow pic.twitter.com/H04jBb2yPL

 Reply
  Retweet
  Favorite
  Pocket
  More



4



Shruti Seth
 @SethShruti




I don't care if **#AAP** wins or loses. I will support them irrespective bcoz I owe a clean conscience to my country&it's citizens.**#AAPkiSarkar**

 Reply
  Retweet
  Favorite
  More

RETWEETS

720

FAVORITES

397



1:57 PM - 25 Mar 2014