

# 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

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- **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



Simplify 360  
Social Index (SSI)

<div>76</div>  <div>1 Narendra Modi</div> <div>                     No. of unique people talking 1,97,902                      Total buzz in the month 15,29,796                 </div>	<div>73</div>  <div>2 Arvind Kejriwal</div> <div>                     No. of unique people talking 2,20,069                      Total buzz in the month 20,14,259                 </div>	<div>72</div>  <div>3 Rahul Gandhi</div> <div>                     No. of unique people talking 79,713                      Total buzz in the month 3,29,180                 </div>	<div>71</div>  <div>4 Sonia Gandhi</div> <div>                     No. of unique people talking 31,495                      Total buzz in the month 76,416                 </div>	<div>68</div>  <div>5 Rajnath Singh</div> <div>                     No. of unique people talking 30,046                      Total buzz in the month 84,897                 </div>
<div>66</div>  <div>6 Manmohan Singh</div> <div>                     No. of unique people talking 25,601                      Total buzz in the month 40,941                 </div>	<div>66</div>  <div>7 Shashi Tharoor</div> <div>                     No. of unique people talking 16,485                      Total buzz in the month 31,088                 </div>	<div>65</div>  <div>8 Sharad Pawar</div> <div>                     No. of unique people talking 15,120                      Total buzz in the month 27,216                 </div>	<div>64</div>  <div>9 Yogendra Yadav</div> <div>                     No. of unique people talking 33,647                      Total buzz in the month 96,368                 </div>	<div>64</div>  <div>10 Arun Jaitley</div> <div>                     No. of unique people talking 19,167                      Total buzz in the month 46,910                 </div>

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

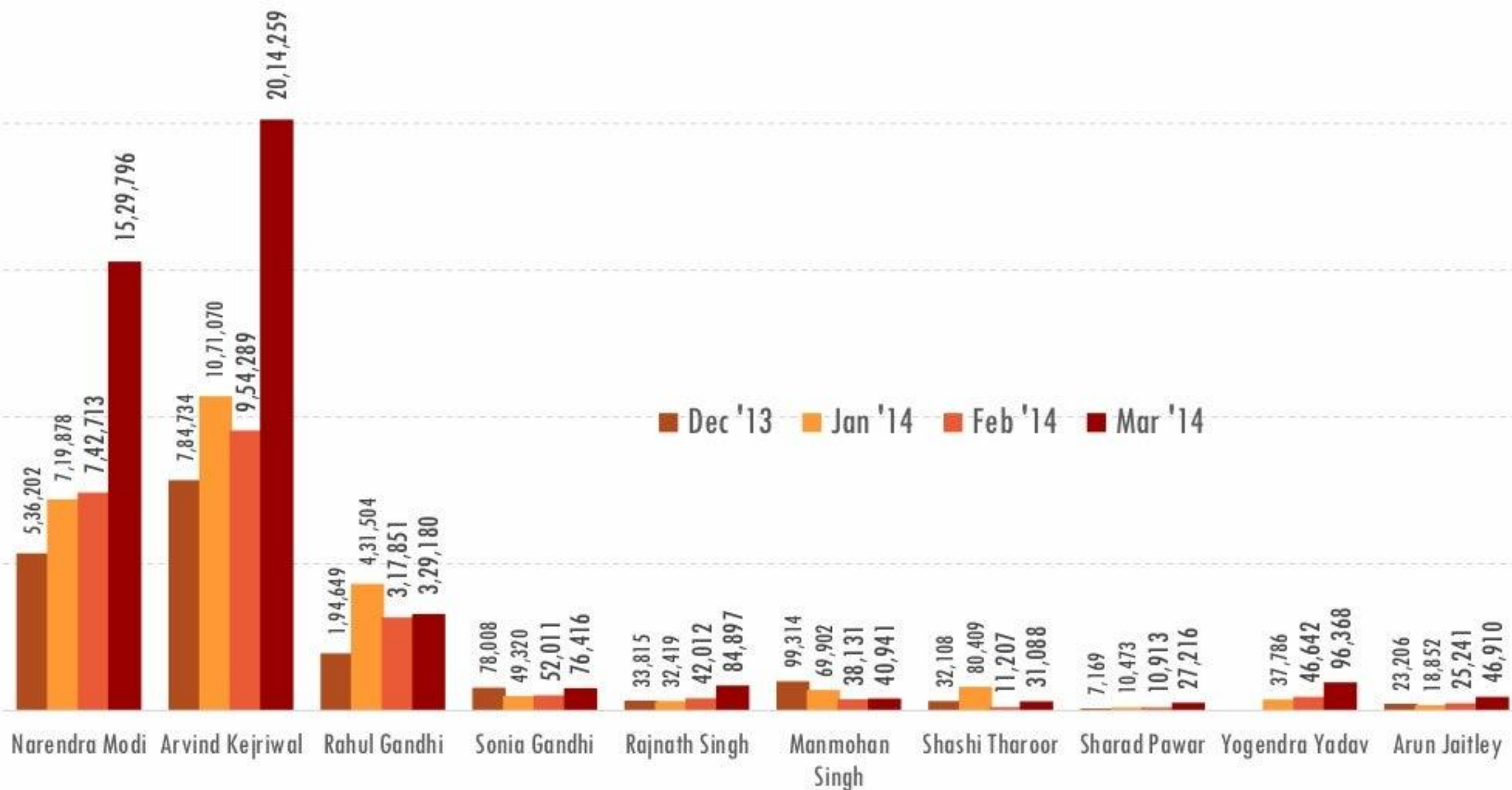
**Awareness:** Based on total mentions and unique people talking about a party/politician

**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

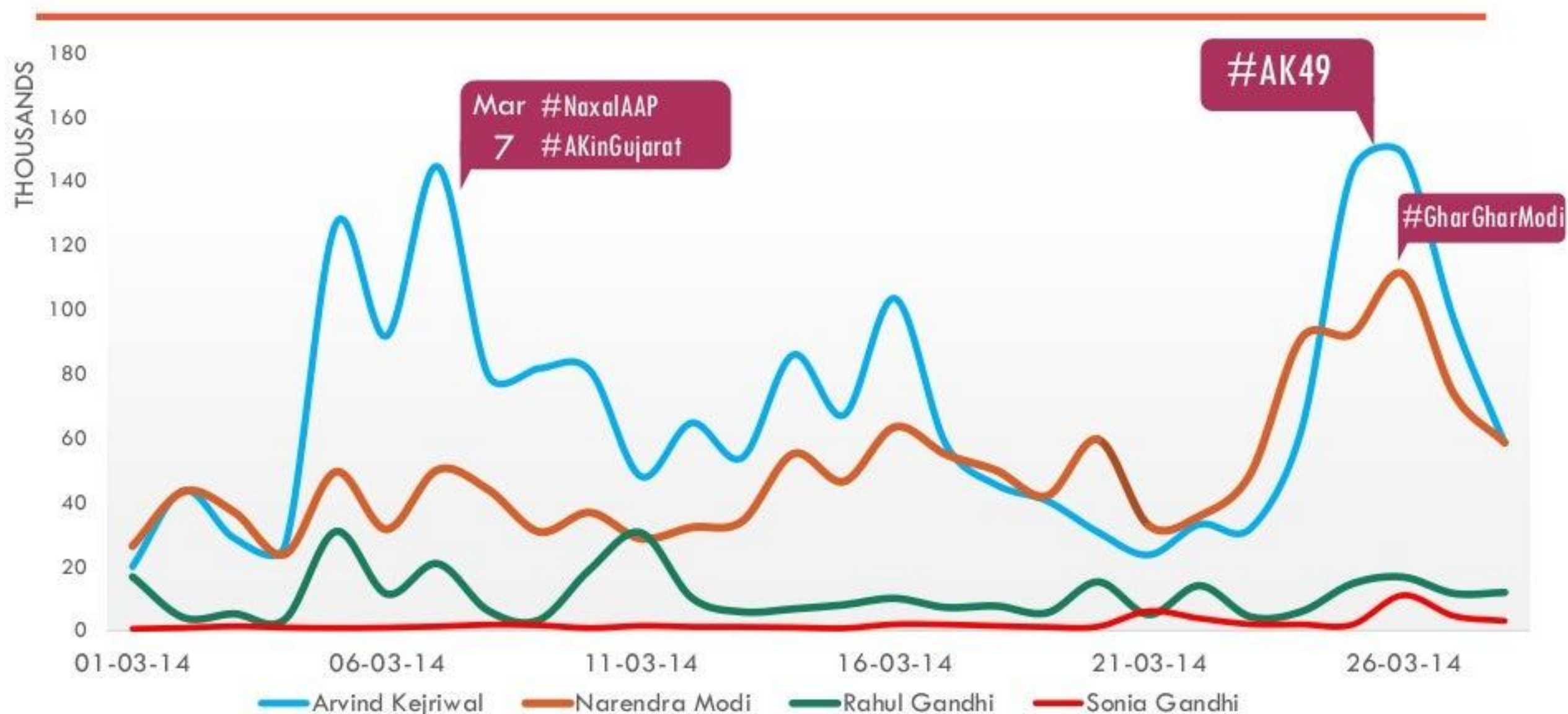
**Favorability:** The extent of favorability of a politician/party. Sentiment is used for arriving at the score

# 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

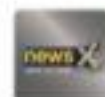
RETWEETS  
3,655

FAVORITES  
2,514



2:11 PM - 15 Mar 2014

2



**NewsX**

@newsxonline

IS CONGRESS COLLAPSING WITH THE RISE OF NARENDRA MODI?

#CONGIMPLODING [bit.ly/1f0zVoA](http://bit.ly/1f0zVoA)

↩ Reply ↻ Retweet ★ Favorite 📌 Pocket ⋮ More

RETWEETS  
3,562

FAVORITES  
85



6:07 AM - 4 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

4



**WikiLeaks** ✓

@wikileaks

Narendra Modi's #BJP has been pushing this fake #Modi endorsement [finkle.in/wp-content/upl...](http://finkle.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



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

[bit.ly/1n56md](http://bit.ly/1n56md)

Reply Retweet Favorite Pocket More

RETWEETS 3,697 FAVORITES 13



3:50 PM - 27 Feb 2014

2



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

Reply Retweet Favorite Pocket More



RETWEETS 1,772 FAVORITES 82



11:01 PM - 26 Mar 2014

Flag media

3



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

4



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 - 25 Mar 2014

3

**Swami Ramdev**  
@yogishiramdev


⚙️ 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


⚙️ Follow

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

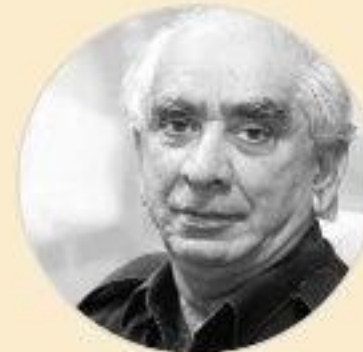
88



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

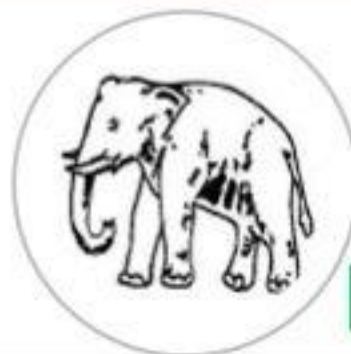
68



**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

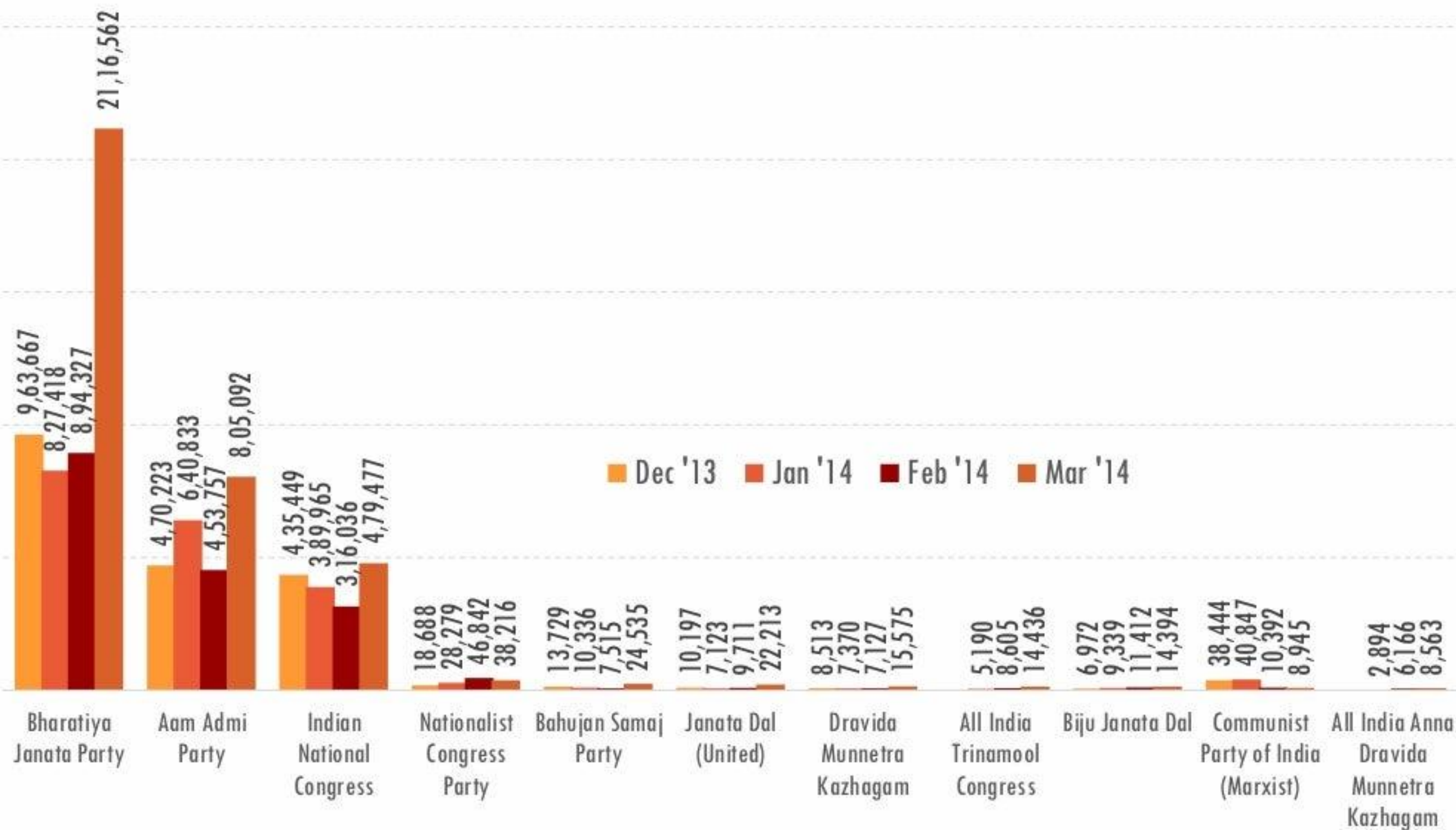
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**Prominence:** A measure of how prominent a politician on other social media platforms, which is measured by considering the links shared, images and videos uploaded

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

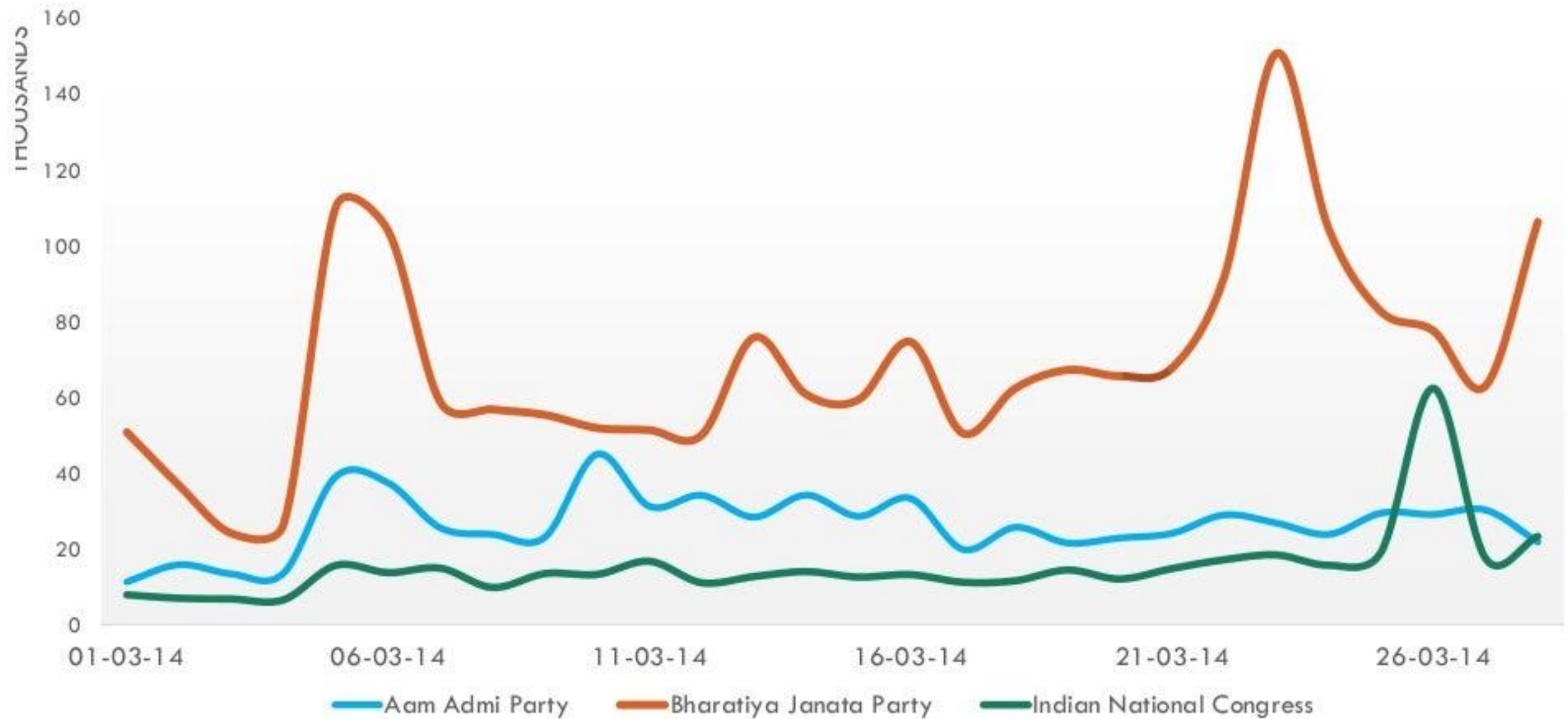


# SOCIAL MEDIA BUZZ OF POLITICAL PARTIES IN THE LAST 4 MONTHS





## BJP LEADS MOST OF THE DAYS FOLLOWED BY AAP

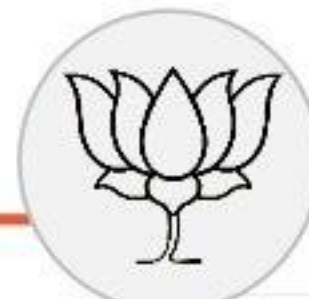


Daily mentions of the top 3 political parties in March, 2013





# 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  
**3,123**



FAVORITES  
**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  
**2,938**

FAVORITES  
**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  
**3,122**

FAVORITES  
**69**



3:23 PM - 8 Mar 2014

**4**

**WikiLeaks**   
@wikileaks

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

 Reply  Retweet  Favorite  Pocket  More

RETWEETS  
**2,030**

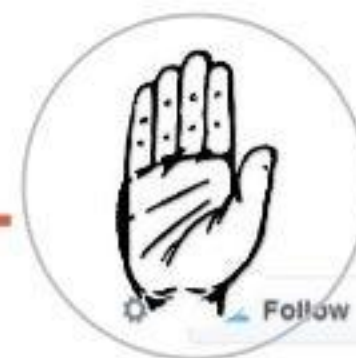
FAVORITES  
**563**



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 - 6 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** @yognishiramdev  

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

Follow

Why overreact to #AAP Kejriwal's criticism. Kejriwal's criticism of media legitimate: N Ram of The Hindu  
[thehindu.com/news/national/...](http://thehindu.com/news/national/...)

Reply Retweet Favorite Pocket More

RETWEETS 963 FAVORITES 416

10:11 AM - 16 Mar 2014

2

**Yogendra Yadav**  
@AapYogendra

Follow

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...](http://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

3:22 PM - 18 Mar 2014

ETON MARKS

3

**Bangalore Vote 4 AAP**  
@manish\_jee

Follow

Minor Damage of already nt functional Metal detector #AAPChaos & this #BJP drama is #BJPPeaceMission as per @timesnow  
[pic.twitter.com/H04jBb2yPL](http://pic.twitter.com/H04jBb2yPL)

Reply Retweet Favorite Pocket More



4

**Shruti Seth**  
@SethShruti

Follow

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