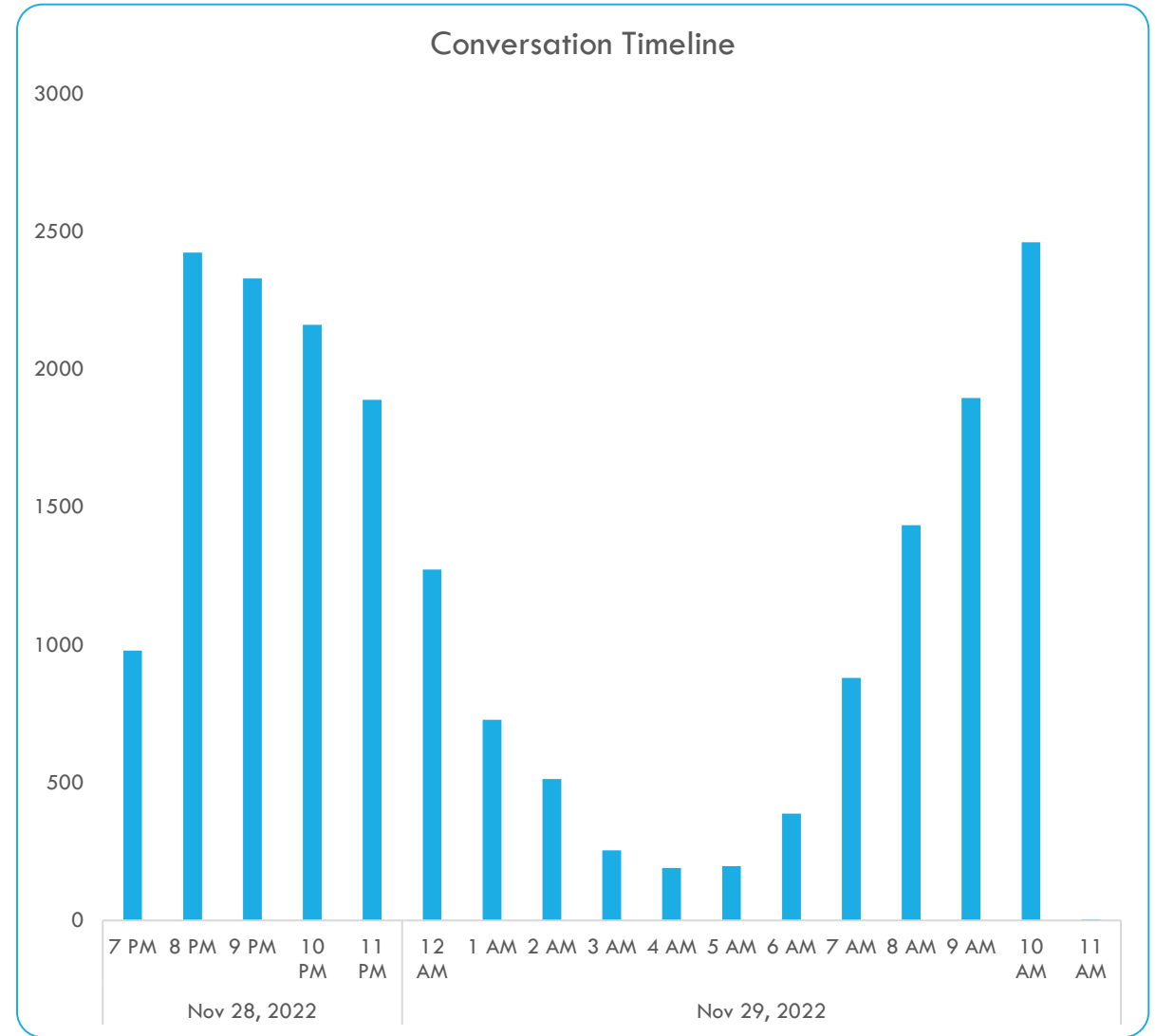# MEDIA INSIGHT ANALYSIS

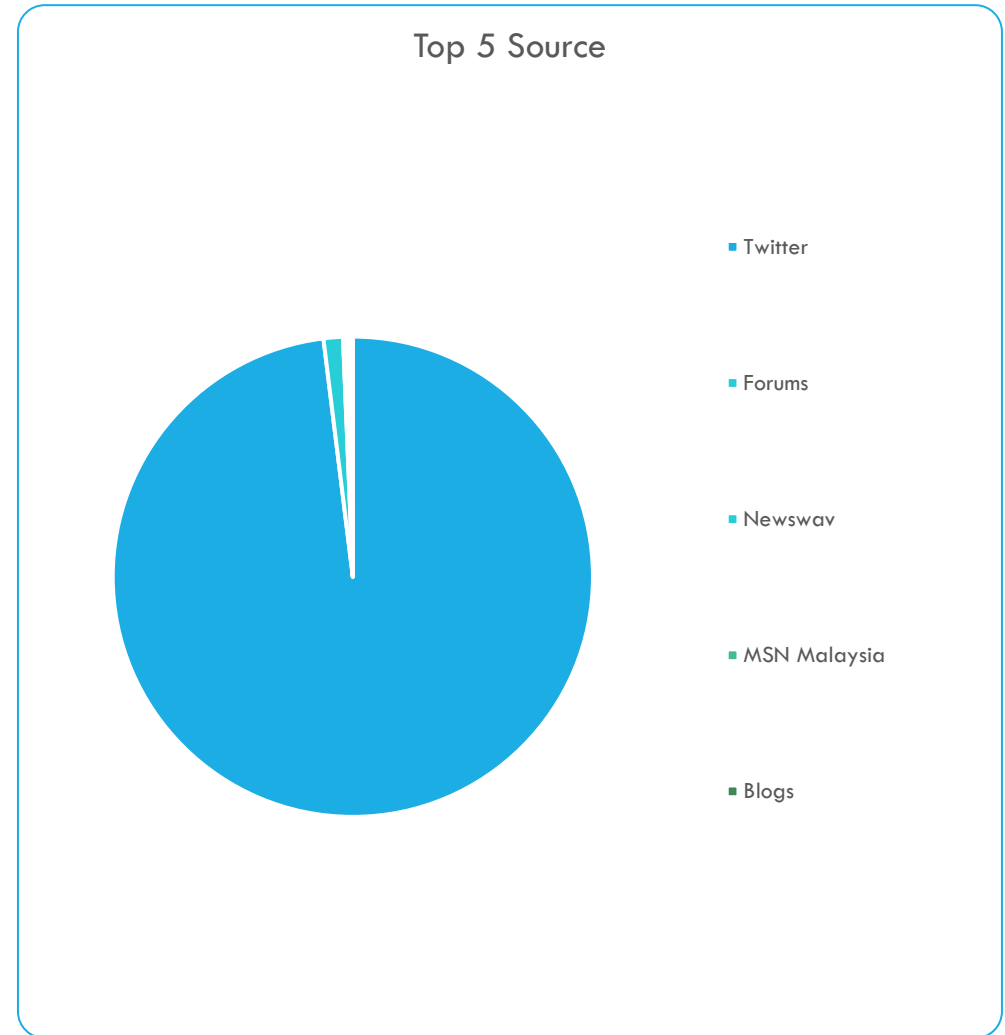# 1) WHEN DID THE CONVERSATION PICK UP, PEAK AND TAPERED OFF?

- It picked up at 10 AM the next day (Nov 29)

- It tapered off from 8 PM (Nov28)

Conversation Timeline

2) WHERE DID THE CONVERSATION COME FROM?

- Most of the conversations come from Twitter

- Roughly 98% is driven from Twitter

Top 5 Source

- Twitter
- Forums
- Newswav
- MSN Malaysia
- Blogs
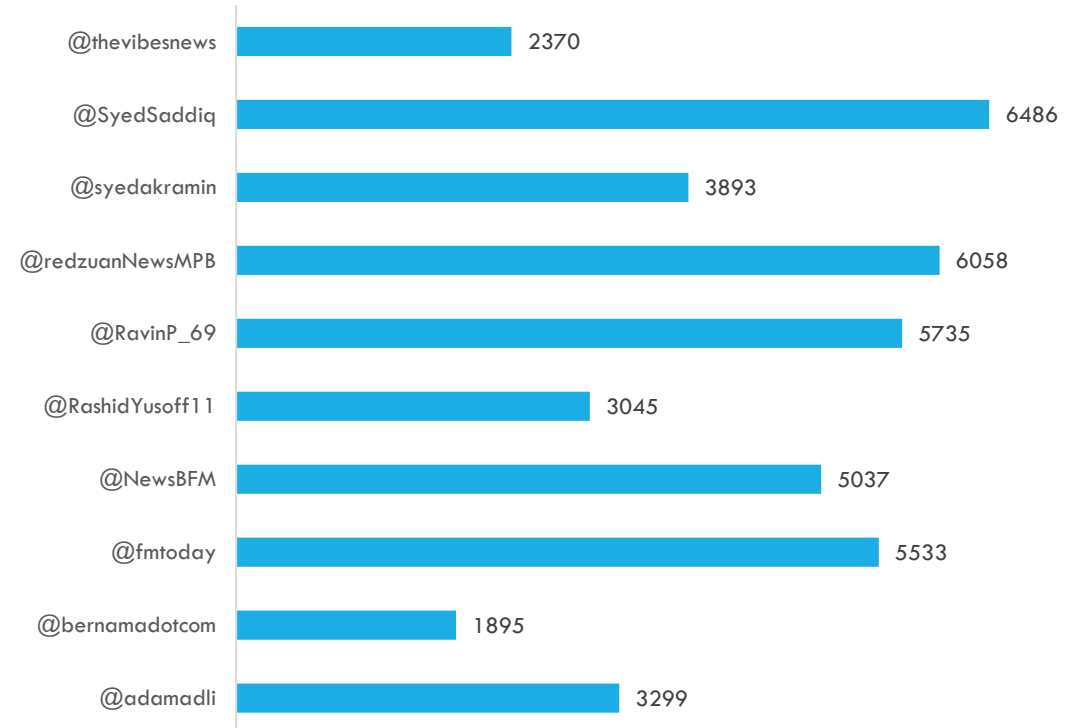
3) WHAT DID THE PUBLIC FEEL ABOUT THE ISSUE?

- Majority feel neutral towards the issue

- The remaining public feels 50-50 on the issue

- As it is almost evenly split on negative and positive sentiments

- Not rated are the lowest and can be neglected as the number is too low in comparison to the other sentiments

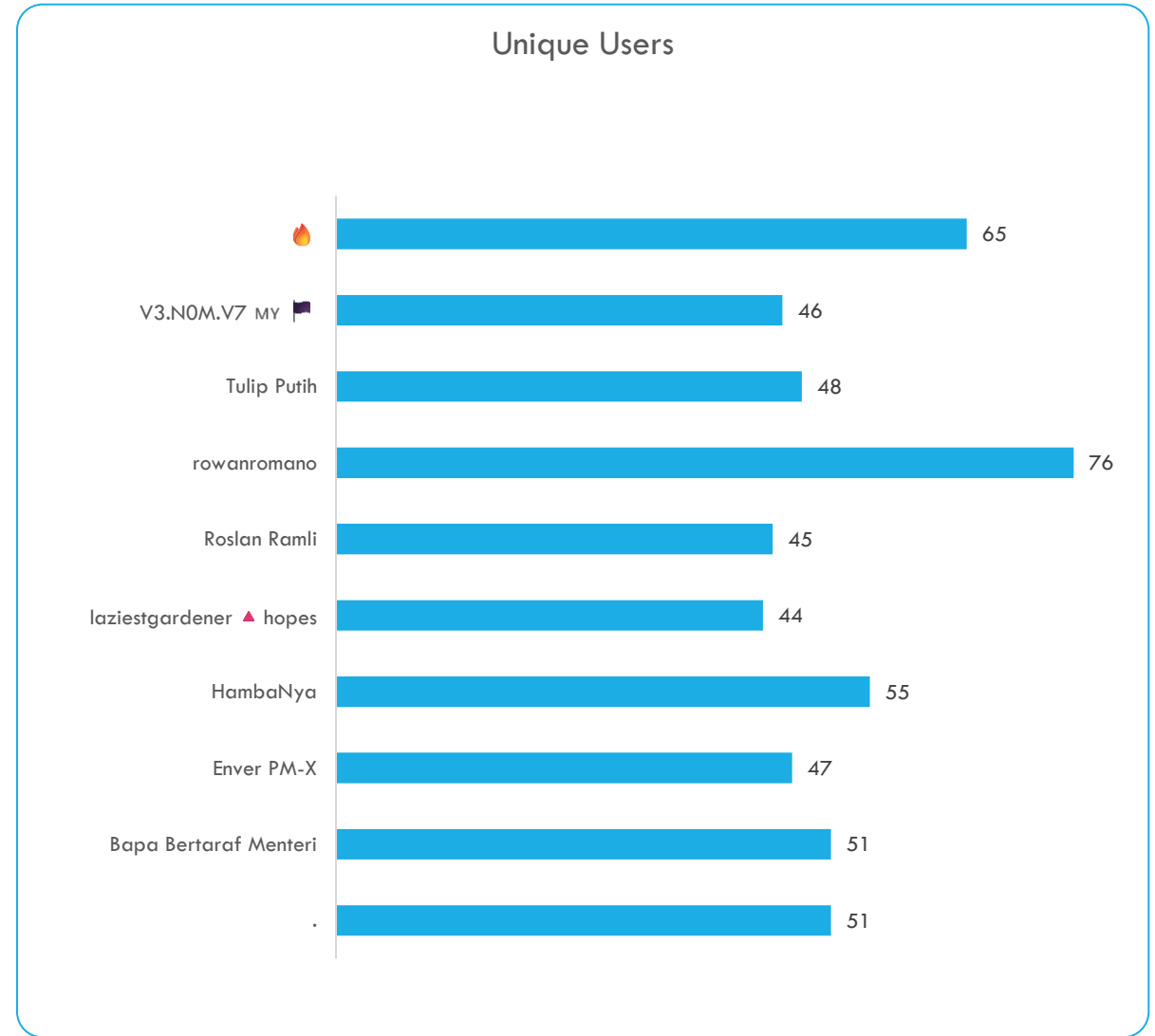Sentiments
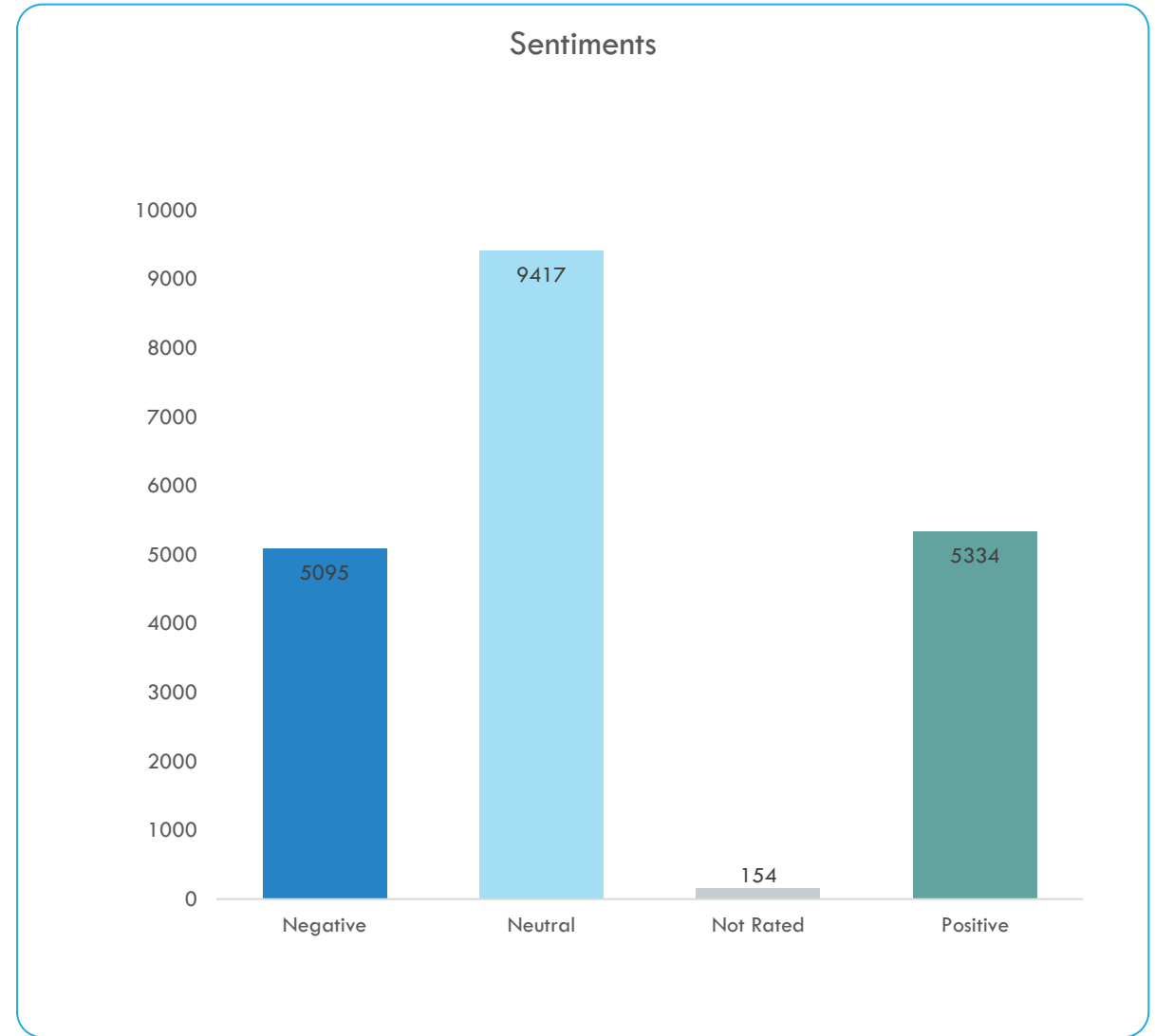
4) WHO GENERATES THE MOST BUZZ?

- As the buzz generated are calculated from twitter as conversations mostly occur there

- The username @SyedSaddiq is the most buzz generator

- Buzz is based on the number of engagements received on the tweets posted

Top 10 Buzz Generator

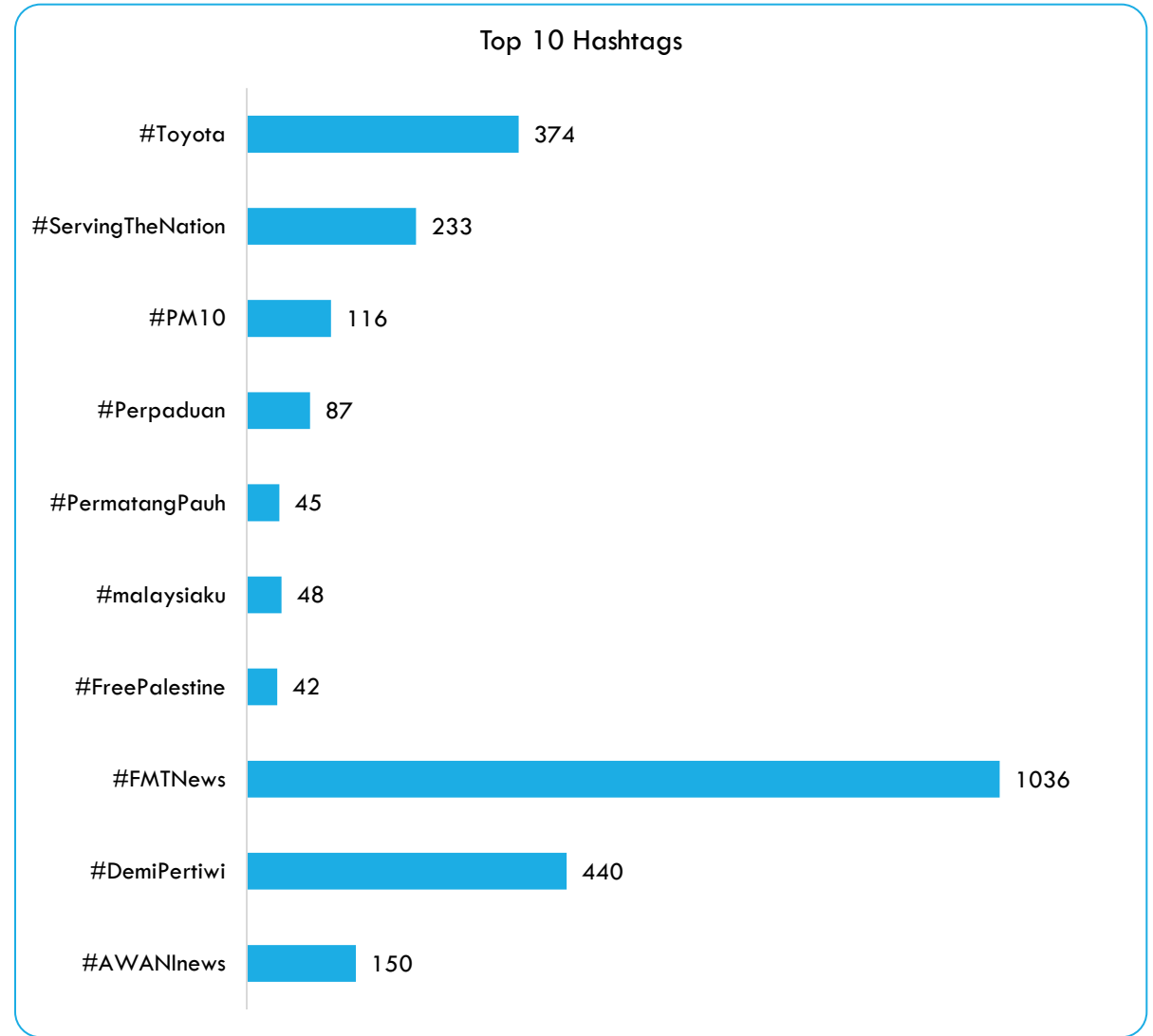| Username	Buzz
@thevibesnews	2370
@SyedSaddiq	6486
@syedakramin	3893
@redzuanNewsMPB	6058
@RavinP_69	5735
@RashidYusoff11	3045
@NewsBFM	5037
@fmtoday	5533
@bernamadotcom	1895
@adamadli	3299

5) HOW MANY UNIQUE USERS TALKED ABOUT THE ISSUE?

- Shown here is the Top 10 Unique users

- The highest unique users in rowanromano

- Unique is based on the number of posts generated on the topic per user

6) WHAT IS THE TOP HASHTAGS USED?

- The Top Hashtag used is #FMTNews

- Sourced from Twitter

Top 10 Hashtags

Hashtag	Count
#Toyota	374
#ServingTheNation	233
#PM10	116
#Perpaduan	87
#PermatangPauh	45
#malaysiaku	48
#FreePalestine	42
#FMTNews	1036
#DemiPertiwi	440
#AWANInews	150

7) WHICH GENDER TALKED ABOUT THE ISSUE MOST?

- Female talks about the issue the most

- The gender are divided into 3 but the unknown category is omitted

- Due to being unable to determine the gender from the twitter bio, it was neglible

Gender
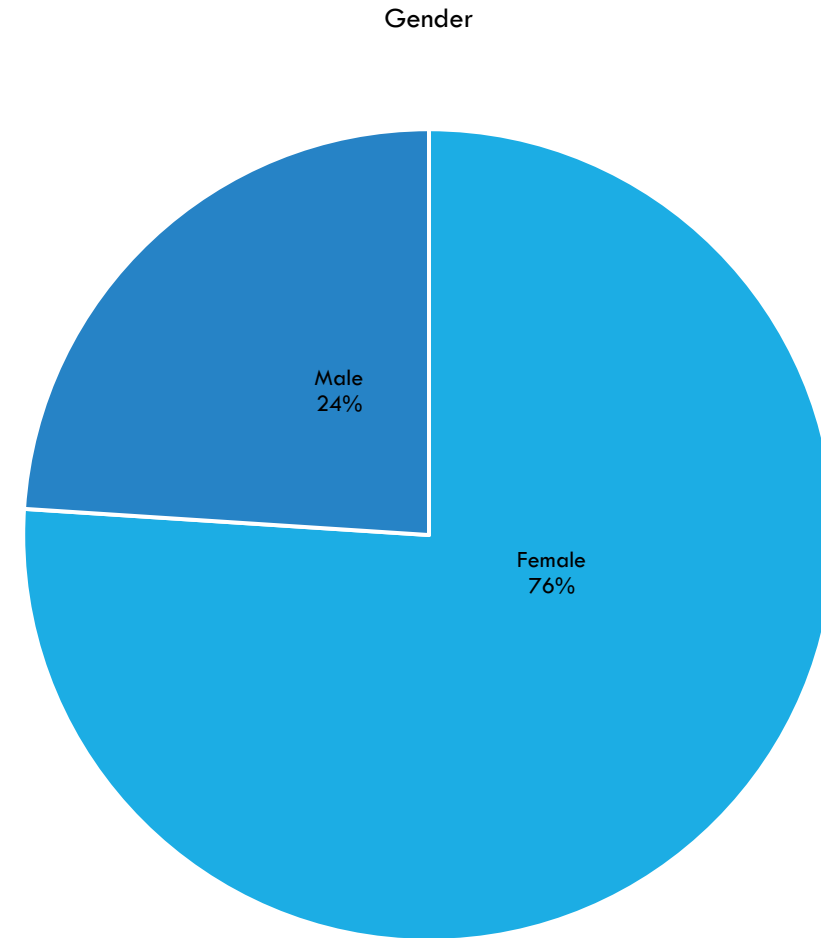
RECOMMENDATION

1. Stakeholders should focus on using social media such as Twitter

2. Twitter generated the most buzz and the public reaction data are quantifiable based on it

3. Leveraging social media platform can sway the perspective as shown that majority of the users feels neutral on the issue

4. Opportunity to rebrand based on the what public feels the most positive (or negative) is beneficial for the stakeholders