

Analysing LGBTQ+ Community

Our Client

pinkdot.sg

supporting the freedom to love

Tools Used



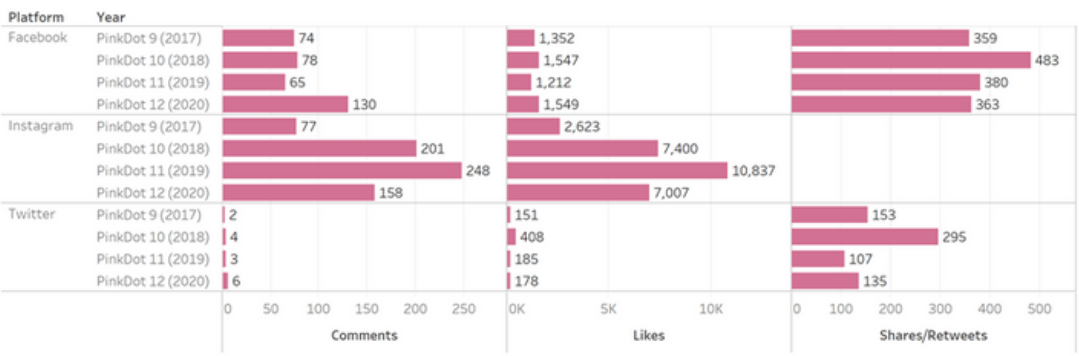
Business Problem

- 1.Lack of social awareness of LGBTQ+ freedom to love in Singapore.
- 2.Legal challenge against repealing of Section 377A penal code in Singapore.
- 3.Despite the growing number of legalizations of LGBTQ+ rights around the world, Singapore society still fairly conservative especially the older generation.

Analysis & Results

1.Outreach Analysis

Pink Dot's Outreach Analysis



We conducted an outreach analysis on Pink Dot's social media launch for its' event on Instagram, Facebook and Twitter. Based on our analysis, we have identified that Instagram has the highest engagement with its' highest in 2019:

- Comments (284)
- Likes (10,837)

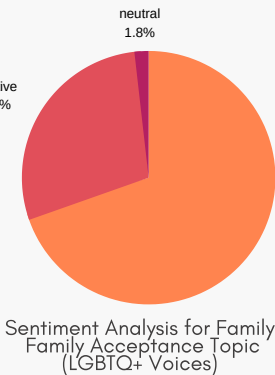
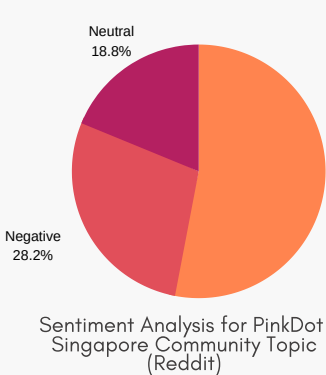


2.Topic Modelling & Sentiment Analysis

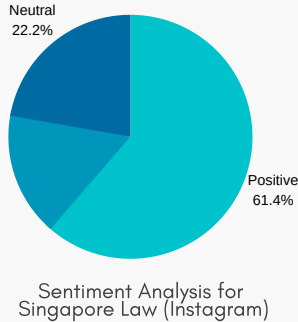
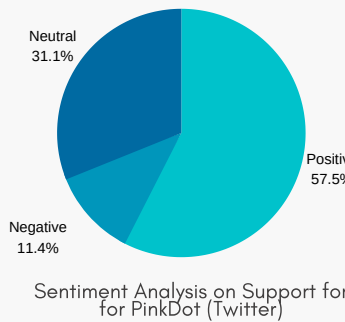
- Reddit & Confession Page

Topics	Words
Religion	Religion, Conservative, Belief, Wrong, Fact, Discrimination, Moral, etc.
Community/Society in Singapore	Community, Singapore, Minority, Equal, Stand, Care, Identity, Statement
Freedom to Love	Free, Choose, Sexual, Understand, Social, Accept, Gender, Trans
Government Support	Government, Change, Singaporean, Issue, Support, Public, Protest, Movement, Policy, Majority

Topic Modelling on PinkDot

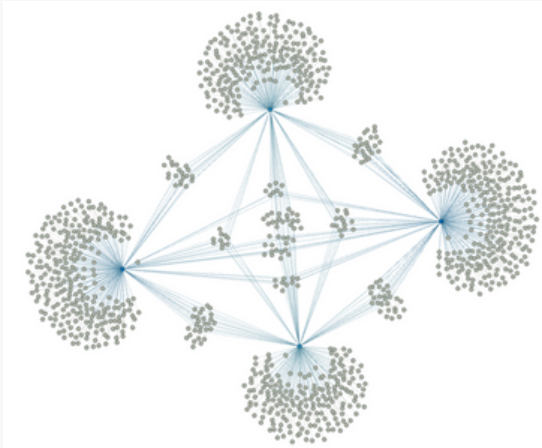


- Social Media Sites

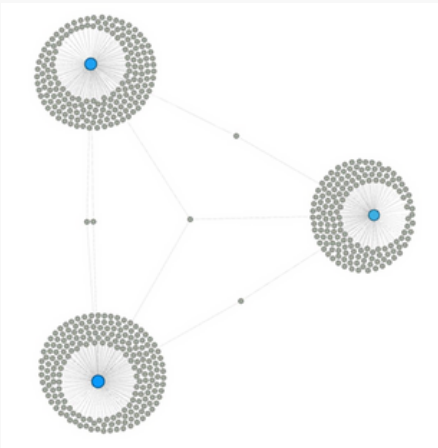


Based on the topics derived from Reddit, LGBTQ+ voices, Twitter & Instagram, we have identified 4 topics that are generally more positive: Singapore Community (Reddit), Family acceptance (LGBTQ+ Voices), Support for Pink Dot (Twitter) and Singapore Law (Instagram).

3. Network Analysis



Network Analysis on Twitter



Network Analysis on Instagram

Based on our network analysis, we can identify which users (edges) are discussing which topics (nodes) related to PinkDot. Since the network graph is too cluttered to understand, we could use it to re-purpose as clusters for PinkDot's marketing outreach.

Recommendation

1. Media outreach on Instagram
2. Ask-Me-Anything (AMA) thread on Reddit
3. Organize virtual meetings
4. Marketing campaigns to gay-curious individuals

This is for IS434 Social Analytics & Application project.

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