Data Analysis on



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Overview

On the 2nd October 2016, one Samuel George, a communicator of the ruling NDC, tweeted a photo of the flagbearer of the opposition NPP sipping on Kalyppo, making fun of him. In solidarity with their flagbearer, supporters of the NPP took on the challenge, and took pictures with Kalyppo.

This document is an analysis of the traffic it generated on Facebook.



Data

Posts included text, images and videos. The text alongside the metadata (post date and time, video links, image links, number of comments, number of likes, etc.) of the posts were collected.

2203

Posts analysed

04.10.16

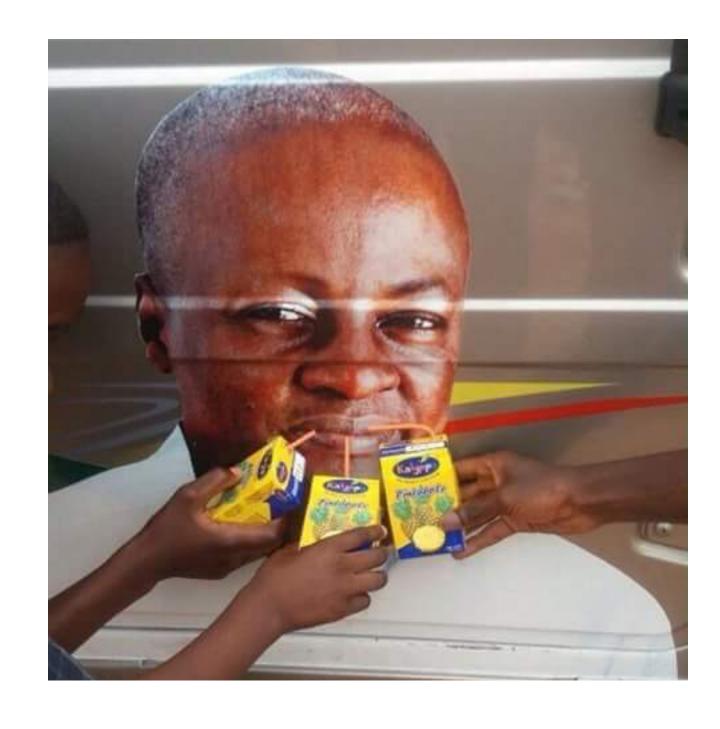
Earliest post



Some Images







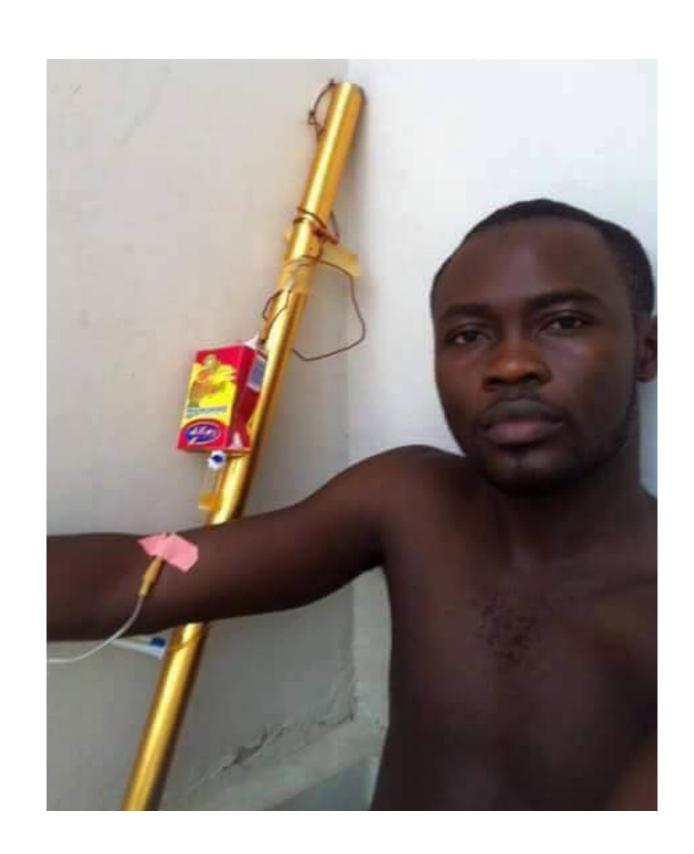
- 1 Nana Akuffo-Addo, NPP flagbearer sipping Kalyppo drink
- 2 Kalyppo as a power bank

President John Mahama's poster being fed with Kalyppo

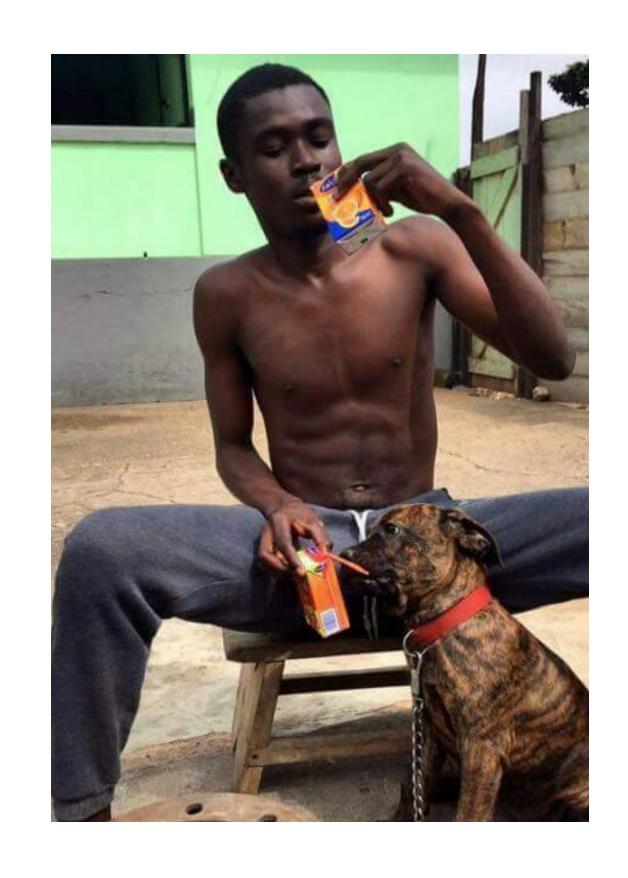
Some Images







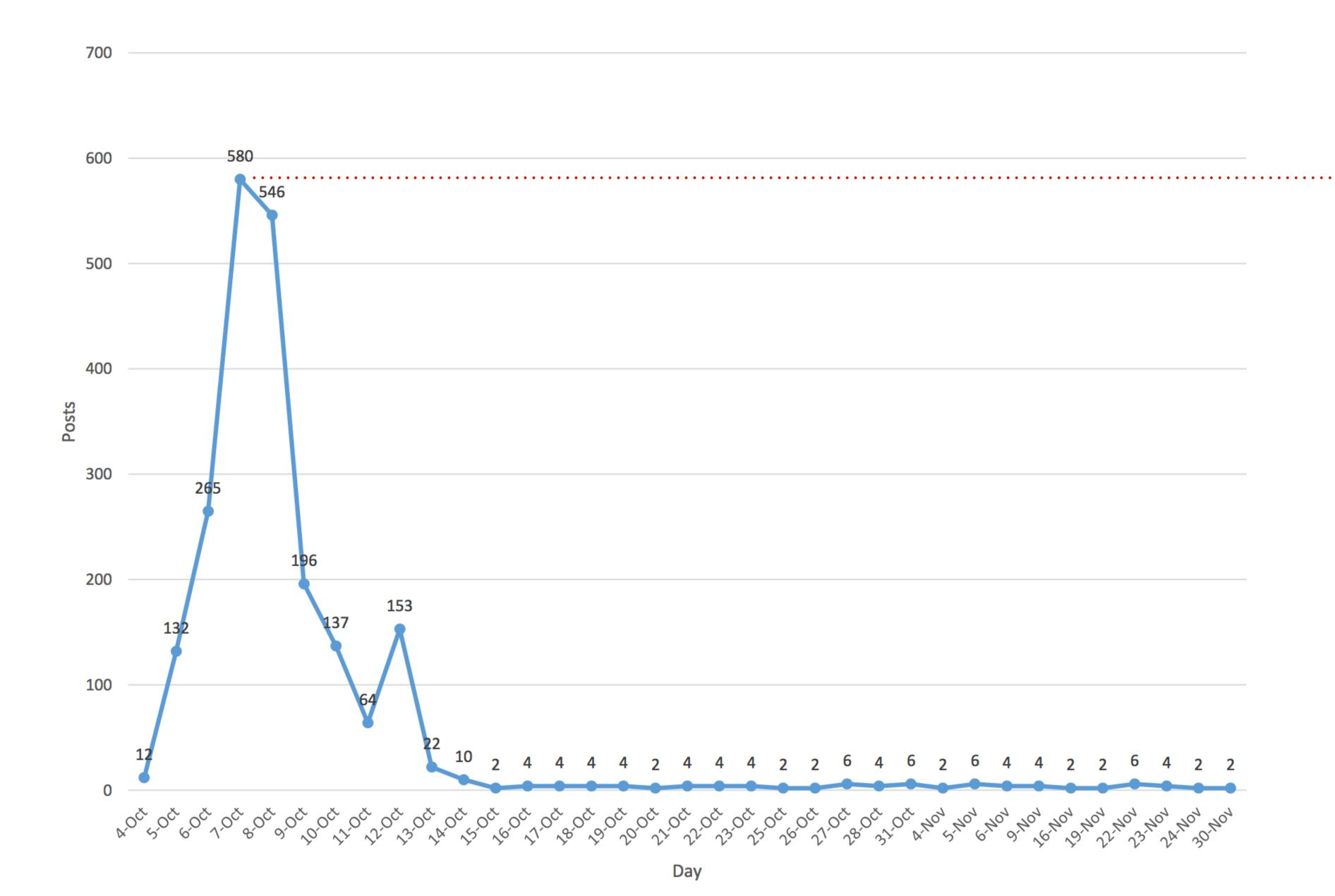
5 Kalyppo being used to cure Mahamaria



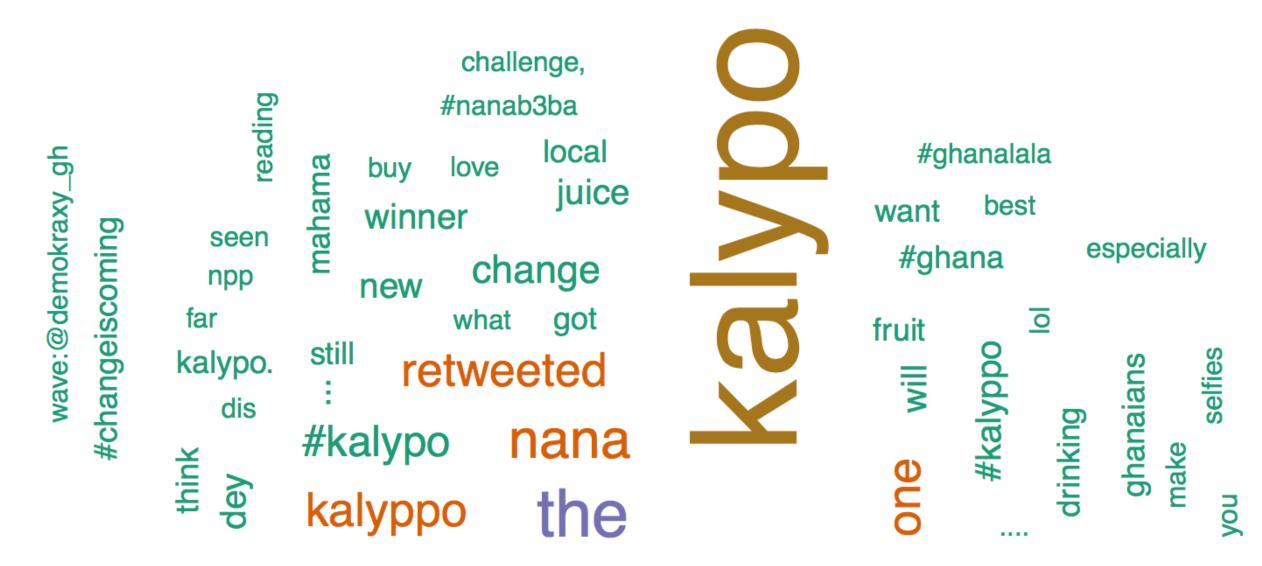
6 Kalyppo for man and dog



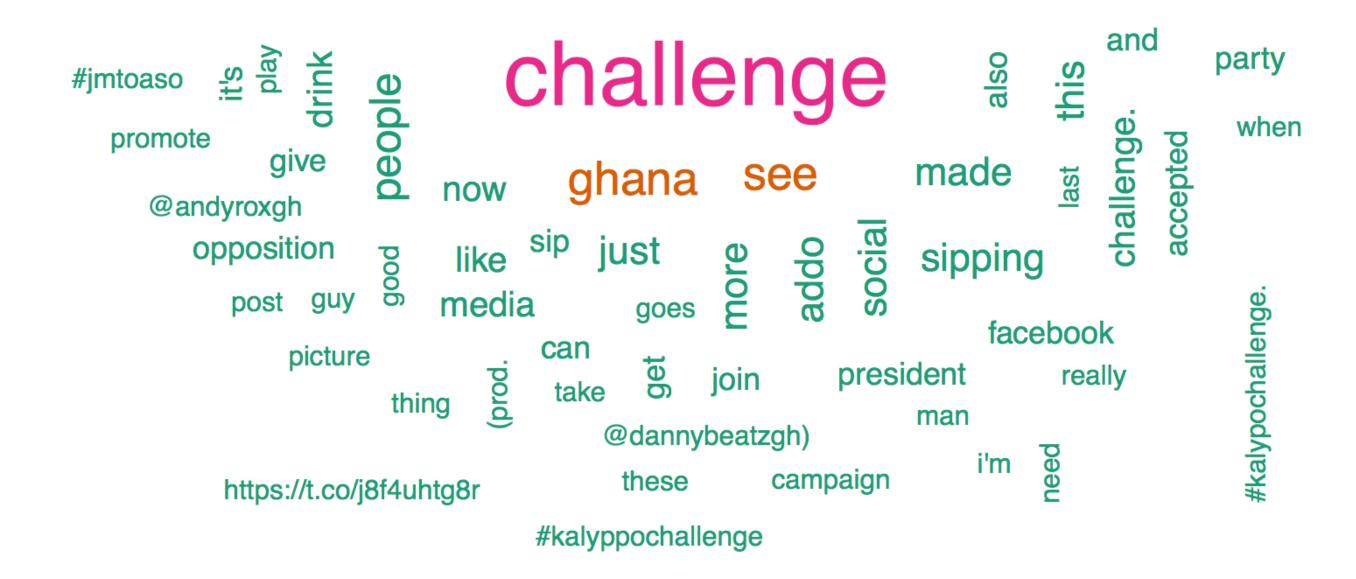
Time Series Graph



Peak recorded on 7th October. This was around the time NPP released their manifesto.



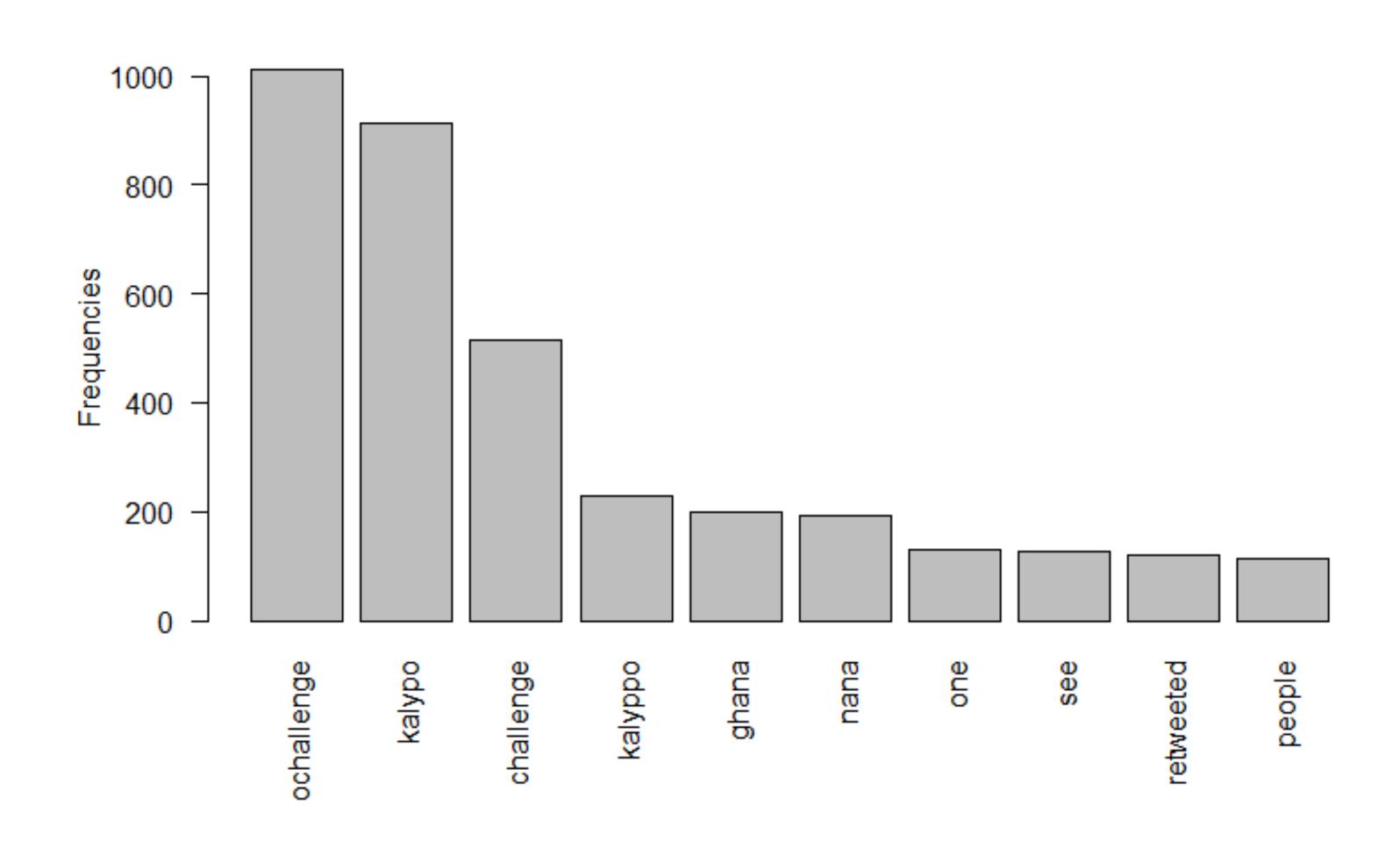
#kalypochallenge



Words that ranked in the top ten included kalyppo (and its different variations), nana and challenge. Other words/hashtags which were linked with the #kalyppochallenge were change, #changeiscoming and #nanabeba.



Word Cloud - Top 10 words



- 1. ochallenge
- 2. kalypo
- 3. challenge
- 4. kalyppo
- 5. ghana
- 6. nana
- 7. one
- 8. see
- 9. retweeted

10.people