

“The Social Government”

Landscape, Challenges and Case Studies

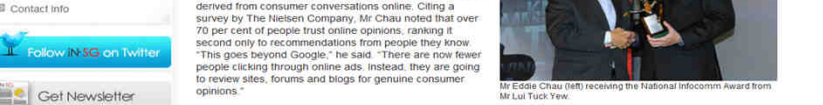
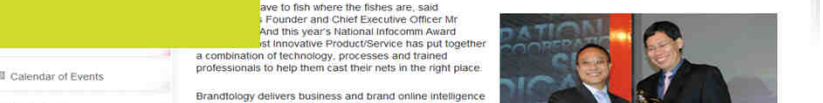
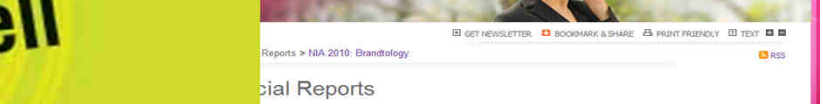
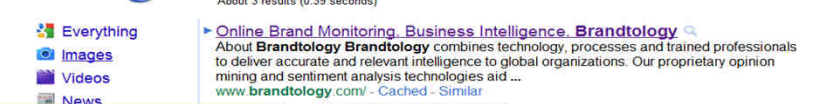
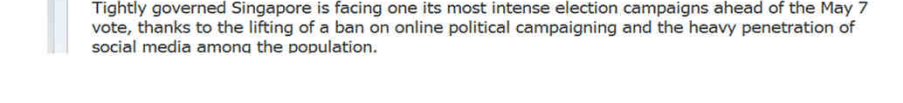
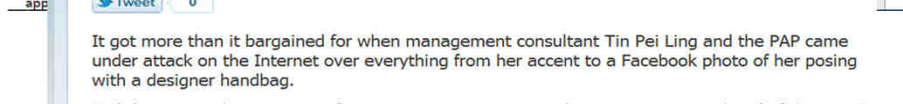
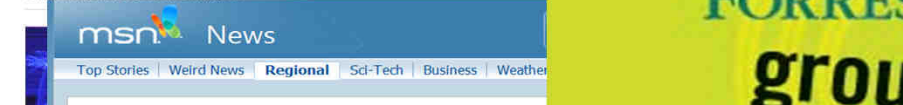
Kelly Choo, Co-Founder & VP of Business Development



About Brandtology



1. Leading Social Media Intelligence Service Provider globally
2. Support for about 90% of Internet population in terms of Languages
3. Hybrid model of Technology, Process and Trained Professionals





What is Social Media?



SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUIRE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.



From Bowling...



To Pachinko!





So why is it so difficult to handle?



Top Social Networking Sites

Facebook

- Australia
- India
- Philippines

Weibo

- China

Renren

- China

Twitter

- Japan

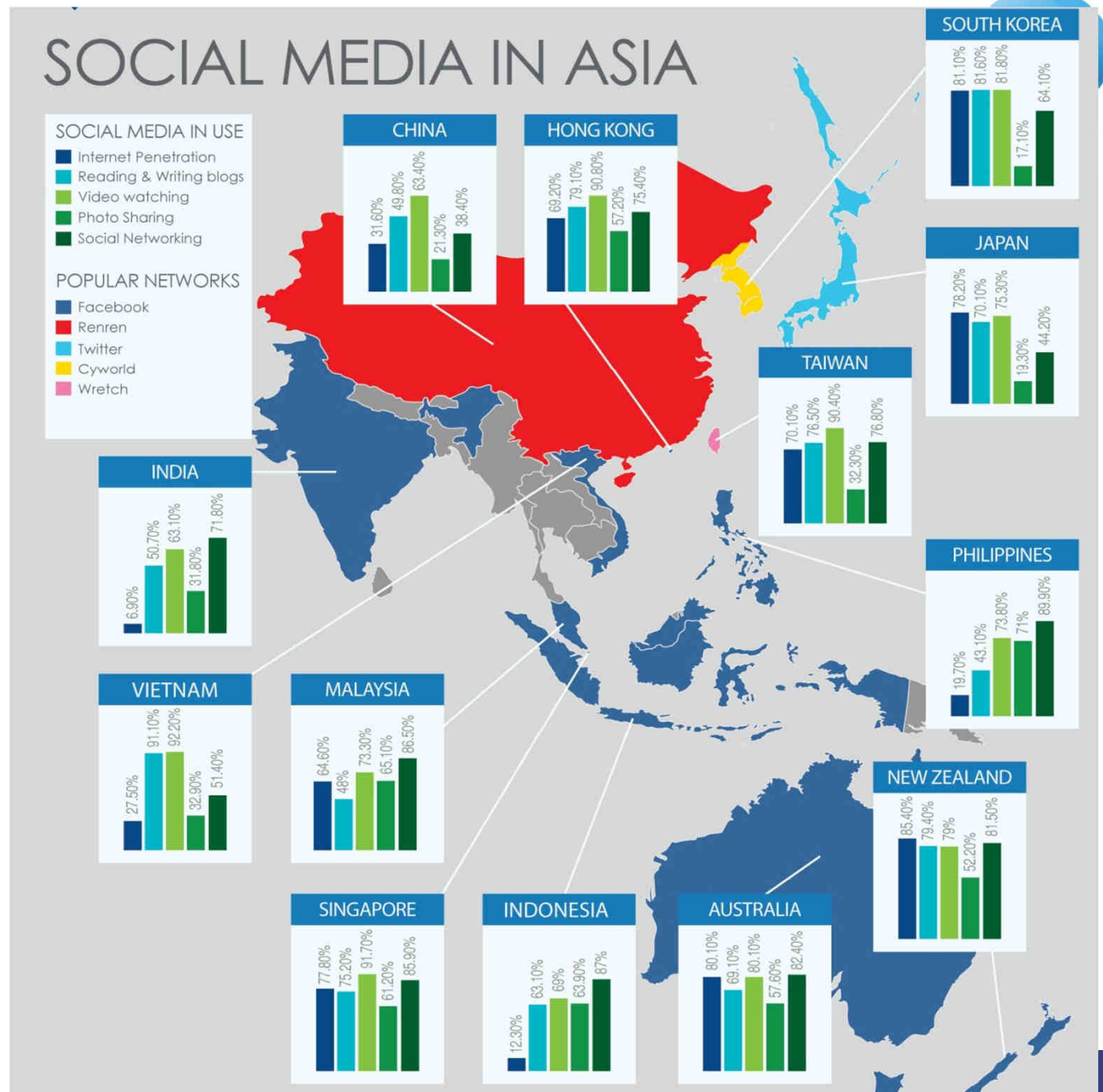
Cyworld

- South Korea

Wretch

- Taiwan

Source: Edelman



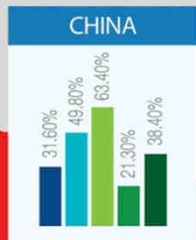
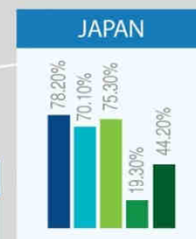
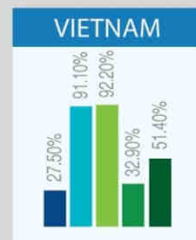
SOCIAL MEDIA IN ASIA

SOCIAL MEDIA IN USE

- Internet Penetration
- Reading & Writing blogs
- Video watching
- Photo Sharing
- Social Networking

POPULAR NETWORKS

- Facebook
- Renren
- Twitter
- Cyworld
- Wretch



Social Media in Use

Internet Penetration:

- New Zealand: 85.40%
- South Korea: 81.10%
- Japan: 78.20%

Reading & Writing Blogs

- Vietnam: 91.10%
- South Korea: 81.60%
- New Zealand: 79.40%



Video Watching

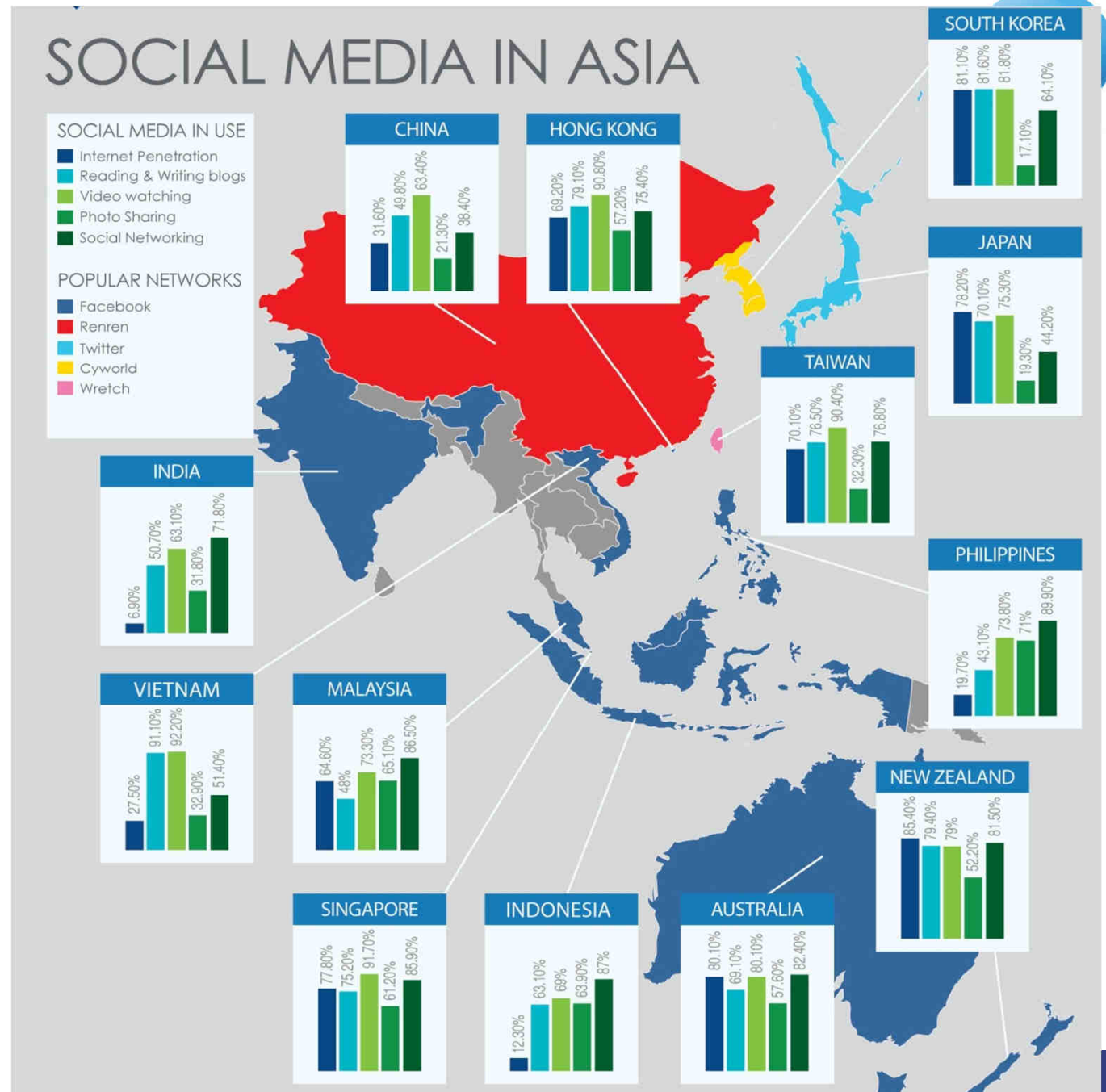
- Vietnam: 92.20%
- Hong Kong: 90.80%
- Taiwan: 90.40%

Photo Sharing

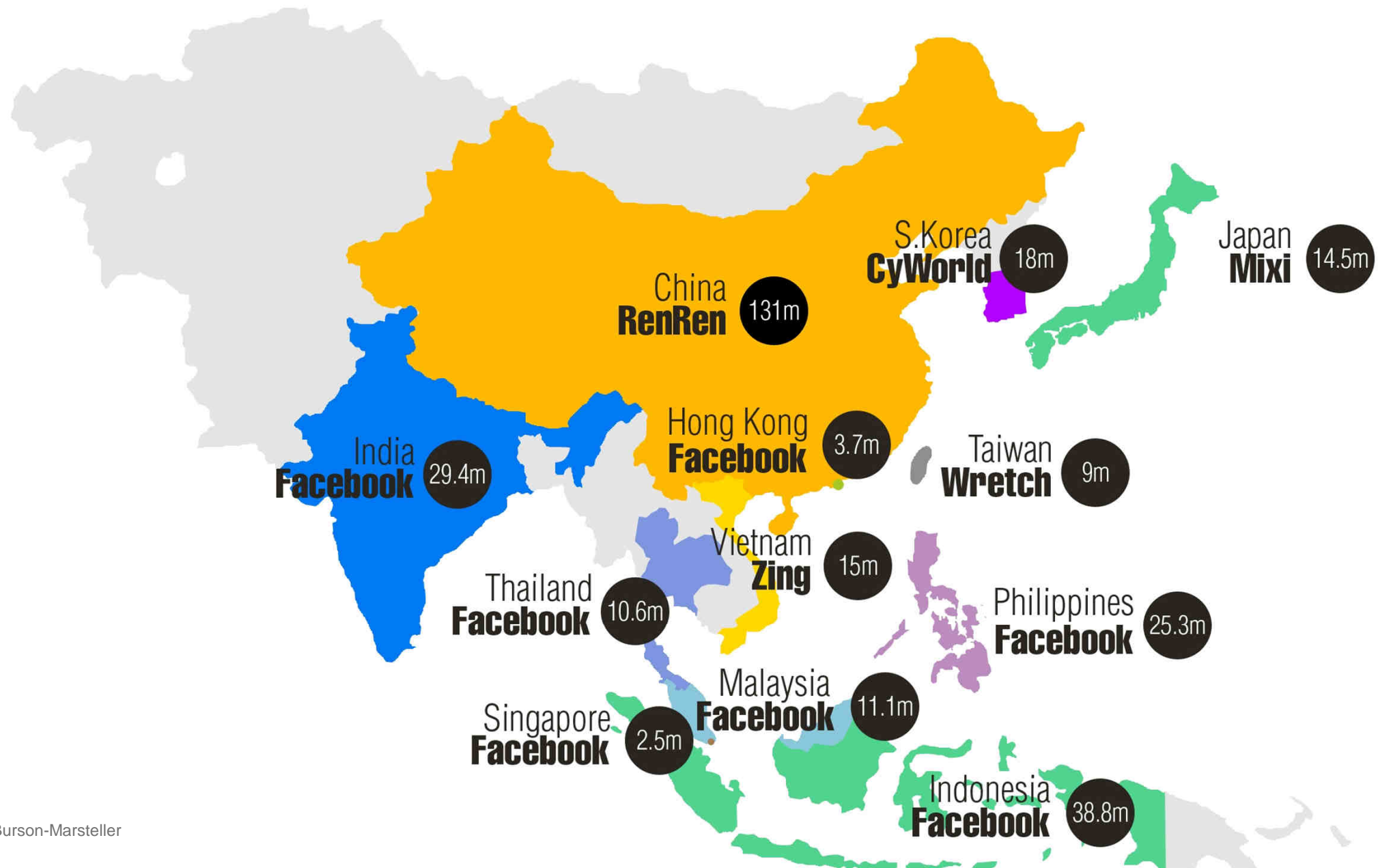
- Philippines: 71%
- Malaysia: 65.10%
- Indonesia: 63.90%

Social Networking

- Philippines: 89.90%
- Singapore: 85.90%
- Indonesia: 87%

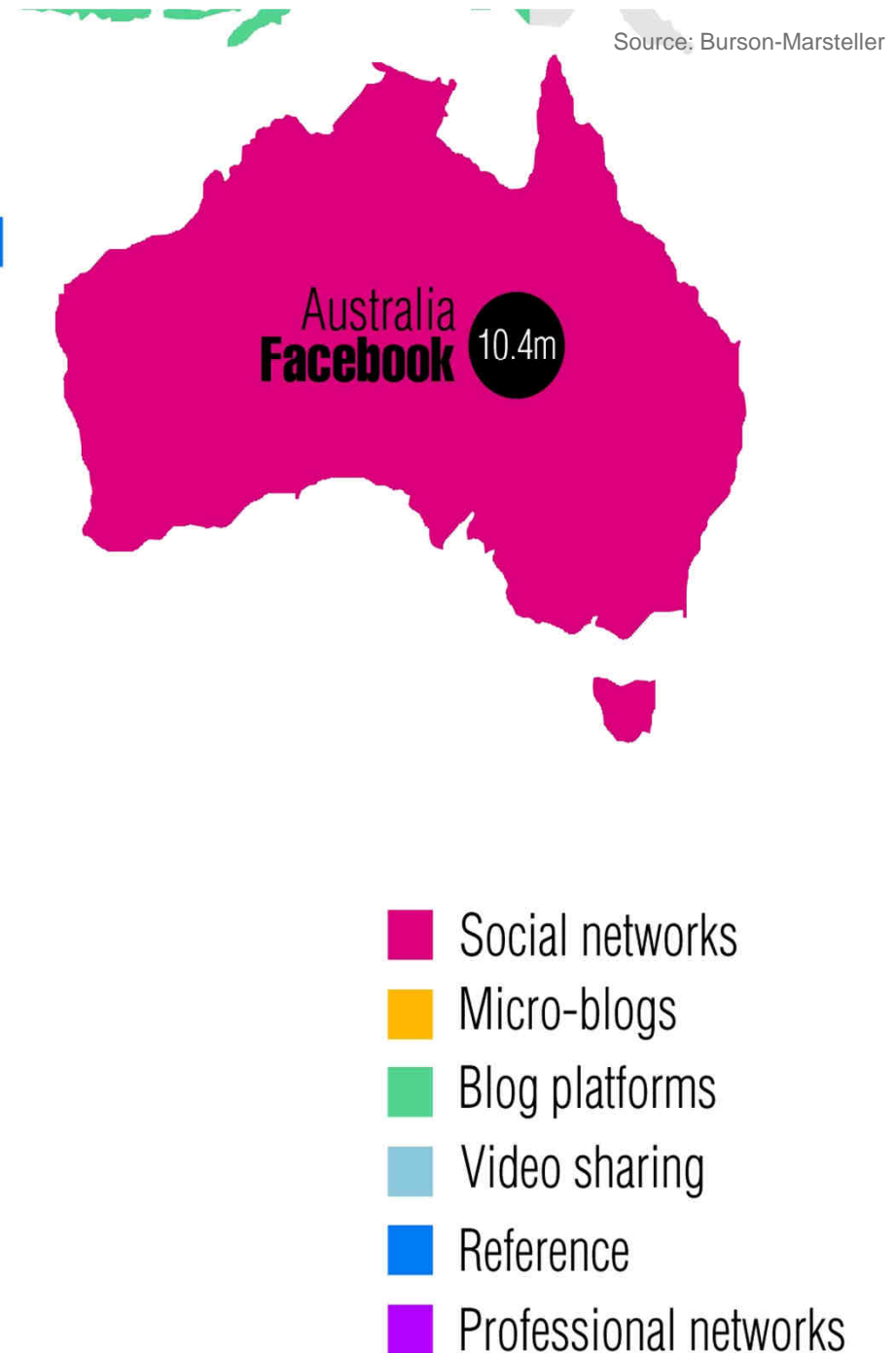
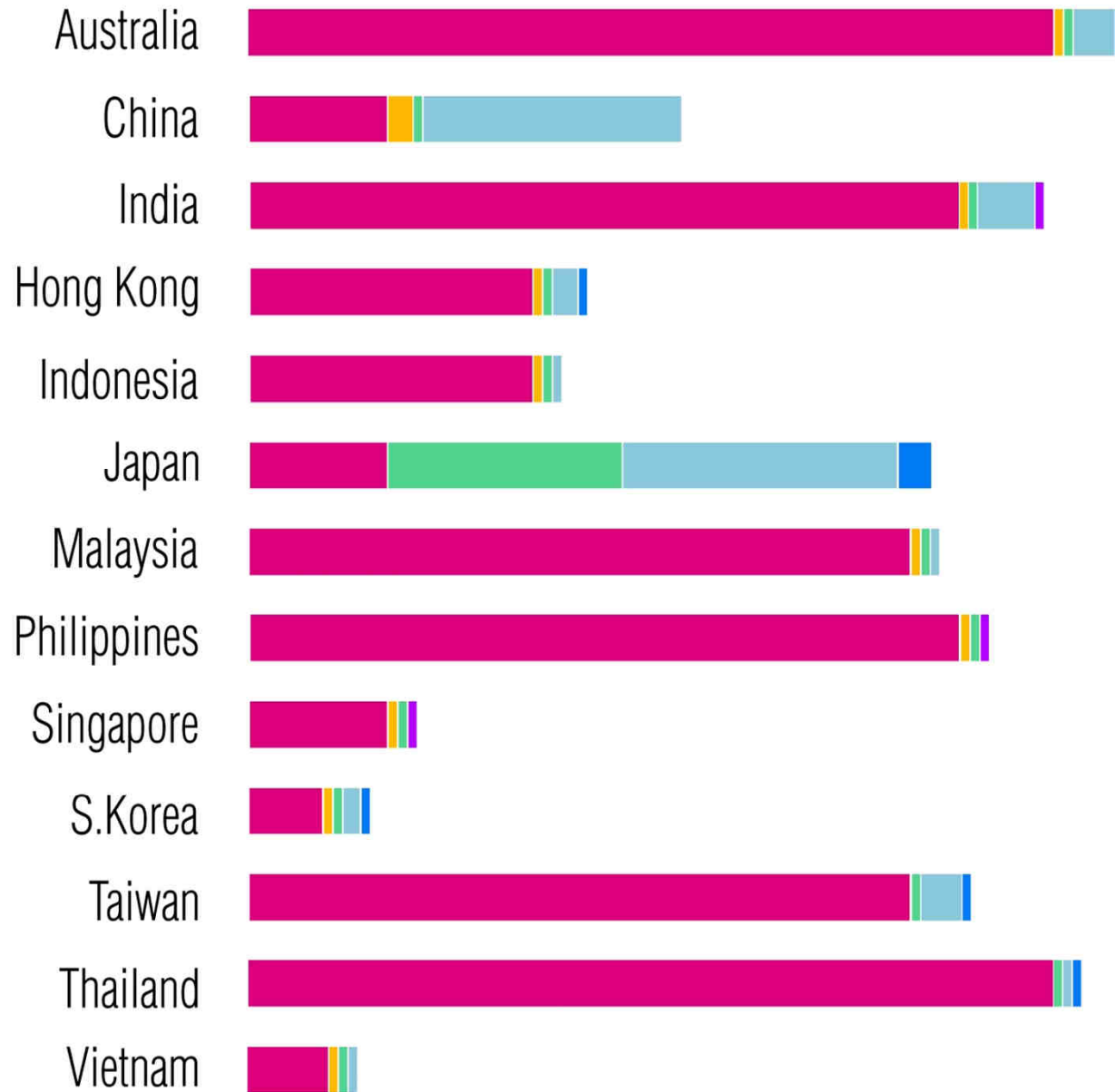


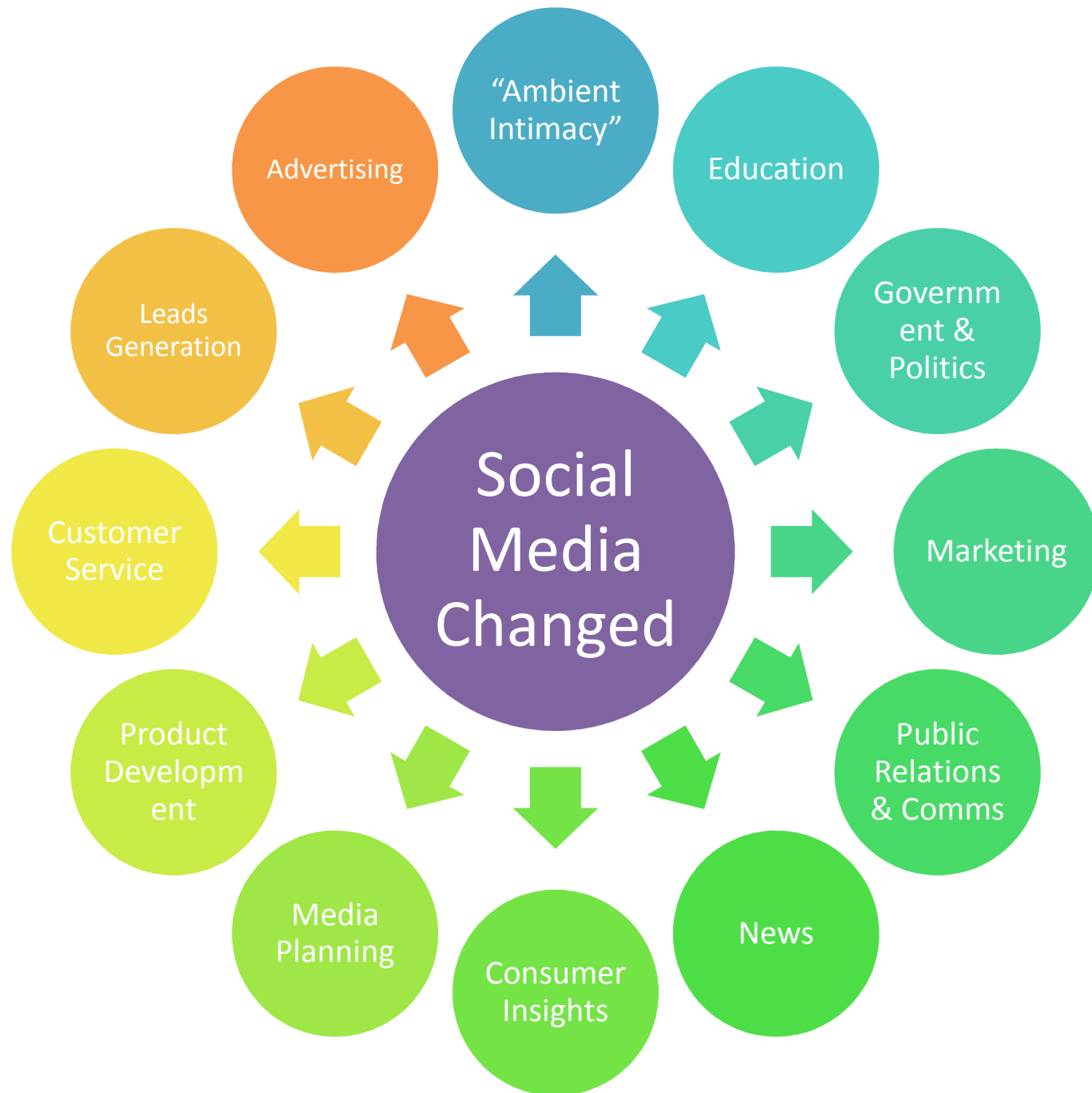
Top social networks (Active Users)



Preferred social media channels

(Page views/month)





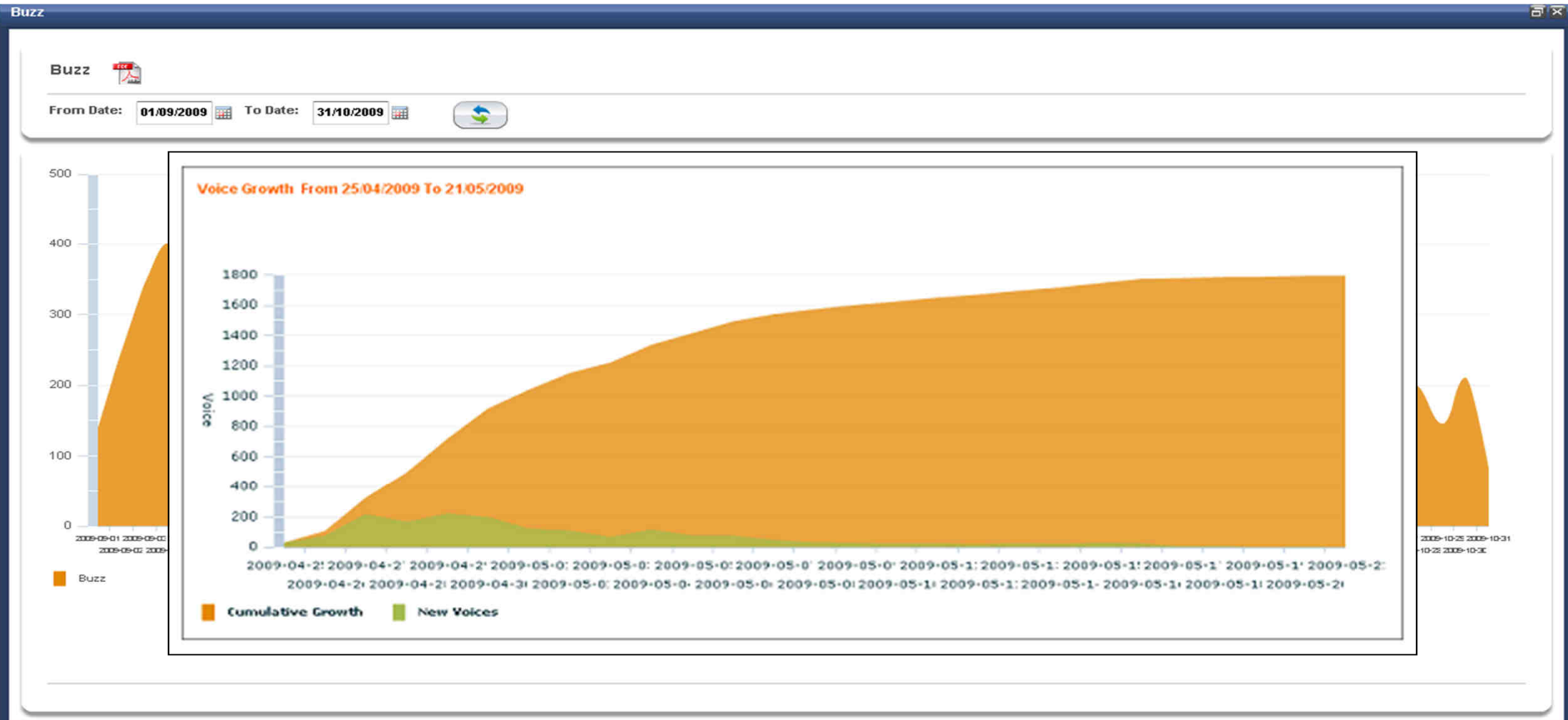
Evolution or Revolution?



- In a country facing widespread censorship, social media “was basically the only means [of expression] that the Gov couldn’t completely control
- Social media was the main source of “credible” news about protests
- Don’t mix the “cause” with the “medium”. Is the message accurate?



H1N1 in multiple countries





Crisis Management Case Study



Discrimination and Get Out

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Event Analysis

Dolce & Gabbana Crisis - Background



- > **Apple Daily first reported** the incident on Jan 5, as its journalists (undercover as common citizens) were prohibited to take photos in front of *Dolce & Gabbana* store at *Harbour City* and *Alexandra House* by *Dolce & Gabbana* staffs and body guards from both shopping malls. One of the body guards at *Harbour City* was reported to say that only tourists from Mainland China could take photos.
- > On Jan 6, Hong Kong actress Lanna Wong (黃夏蕙) and photographer Chow Chung Ling (周聰玲) took photos in front of D&G store as a protest, which was called “**Lanna Action**” by netizens. An **official apology from Harbour City** was issued on the same day.



- > Later on Jan 6, **two public pages at Facebook**, one asking for Hong Kong citizens' boycott of *Dolce & Gabbana* products, the other organizing a protest by 100 thousand people taking photos in front of *Dolce & Gabbana* store, were created. As of 2 p.m. on Jan 11, the two pages received more than 25 thousand “likes”.



- > On Jan 8, **Oriental Daily** reported that the reason Hong Kong citizens were prohibited to take photos in front of *Dolce & Gabbana* store was many government leaders from Mainland China and their family were afraid to be related to corruption issues if people took photos of them shopping at *Dolce & Gabbana*. The news led the crisis to political fields. Mentions of the crisis by various KOLs (mostly mentioning political topics) at **Sina Microblog** on the same day led to a significant buzz level at the channel on Jan 8.
- > **Dolce & Gabbana**, having been reluctant to apologize publicly, issued an official apology in the early morning of **Jan 18**, but was considered “insincere”.



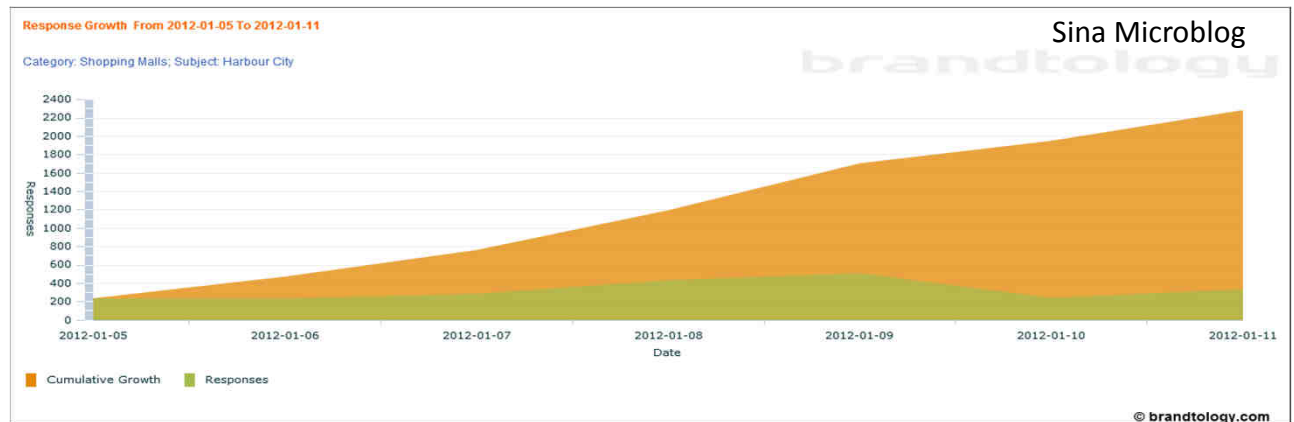
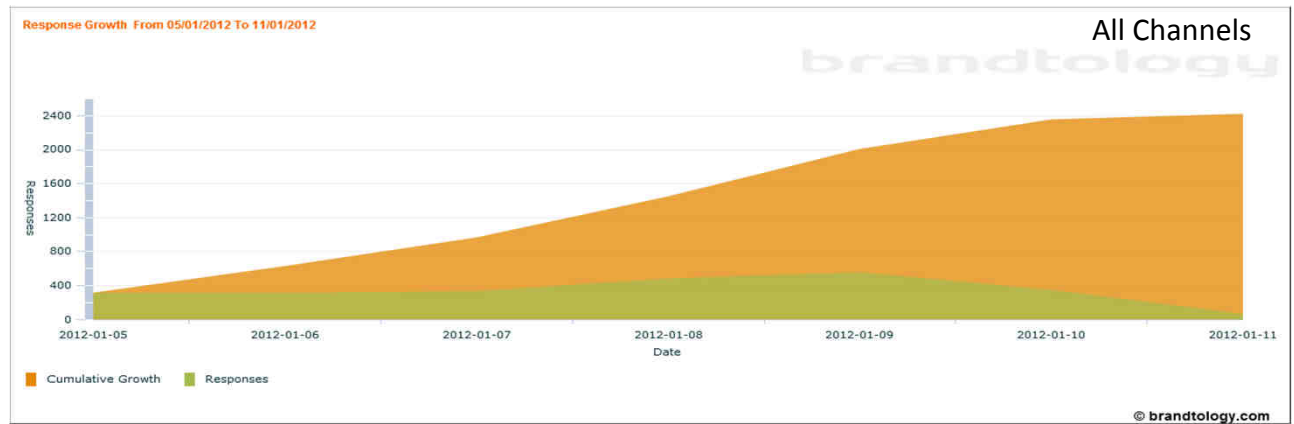
Event Analysis

Dolce & Gabbana Crisis

Major Channel - Sina Microblog



- 2,740 comments related to *Harbour City* from Jan 5 - 11 are observed, 83.4% of which come from *Sina Microblog* (2,285 comments).
- Monitoring all channels, number of comments related to *Harbour City* has steady growth from Jan 5-9 and starts to decrease from Jan 10.
- Without monitoring *Sina Microblog*, the growth of number of comments related to *Harbour City* has been decreasing from Jan 6, indicating that majority of discussions on *Dolce & Gabbana* crisis come from *Sina Microblog*.

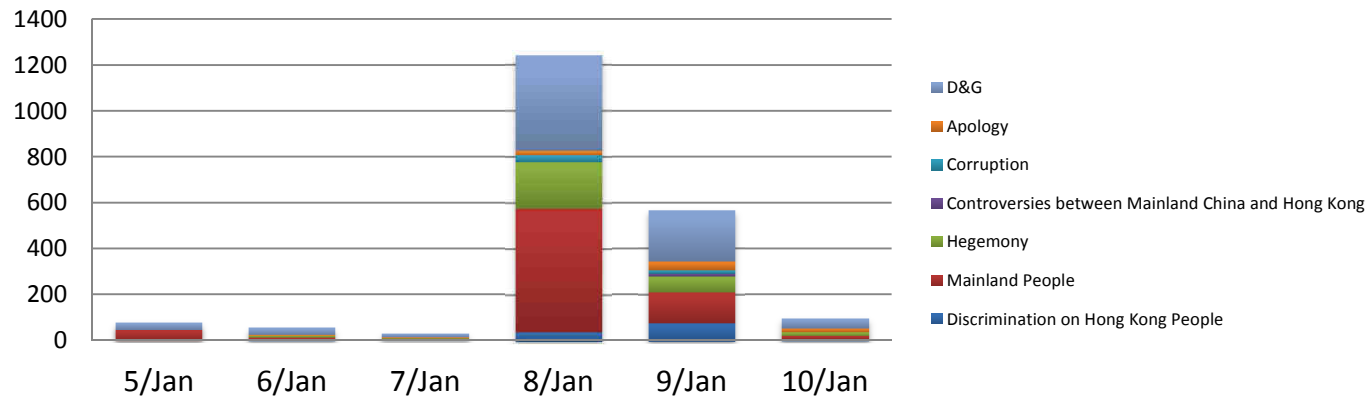


Event Analysis

Dolce & Gabbana Crisis - Topic Angles



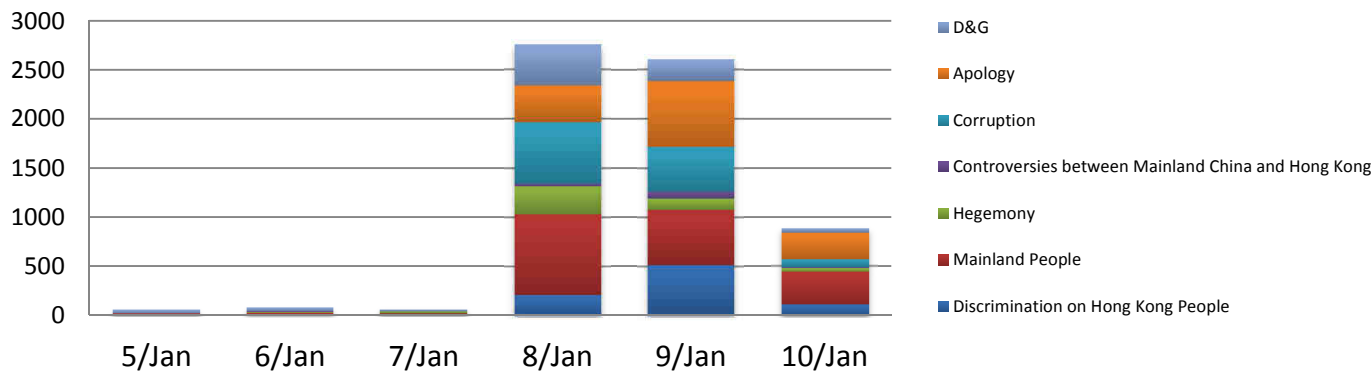
Harbour City Topic Angles



> At *Sina Microblog*, topic angles on the *Dolce & Gabbana* crisis from Jan 5-7 focus on the statement of *Harbour City*'s body guard that only tourists from Mainland China are allowed to take photos in front of *Dolce & Gabbana* store.

> Since the release of *Harbour City*'s official apology on Jan 6, topic angles from Jan 6-8 focus on Mainland People, *Dolce & Gabbana* and Hegemony, with posts at *Sina Microblog* mainly express dissatisfaction at the hegemony of luxurious brands and few mentioning *Harbour City*. **It indicates that the official apology of *Harbour City* effectively reduce netizens' negative mentions on the shopping mall itself.**

D&G Topic Angles



Event Analysis

Dolce & Gabbana Crisis – Buzz Trend by Topic Angles



	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	10-Jan
Discrimination against Hong Kong People	1/3	3/10	3/9	42/215	79/518	6/113
Mainland People	43/13	11/13	5/11	534/816	135/556	15/331
Hegemony	0/0	9/14	3/13	203/283	67/117	15/31
Controversies between Mainland China and Hong Kong	0/0	0/2	0/1	2/28	13/75	1/15
Corruption	0/0	0/0	0/0	27/627	13/450	0/81
Apology	0/1	1/5	2/4	20/371	37/671	16/268
D&G / Harbour City	32	31	17	416	223	42

- > Posts mentioning *Harbour City* focus on the statement from its body guard that only tourists from Mainland China could take photos in front of the shop, and that the incident happens at *Harbour City*, while few negative comments are directly regarding *Harbour City*. Since *Harbour City* issued an official apology on Jan 6, overall buzz level on it has been declining.
- > Since Jan 8, posts on Mainland People and Corruption increase significantly, as controversies between Mainland China and Hong Kong as well as political fields of the crisis are brought up by KOLs at *Sina Microblog*.

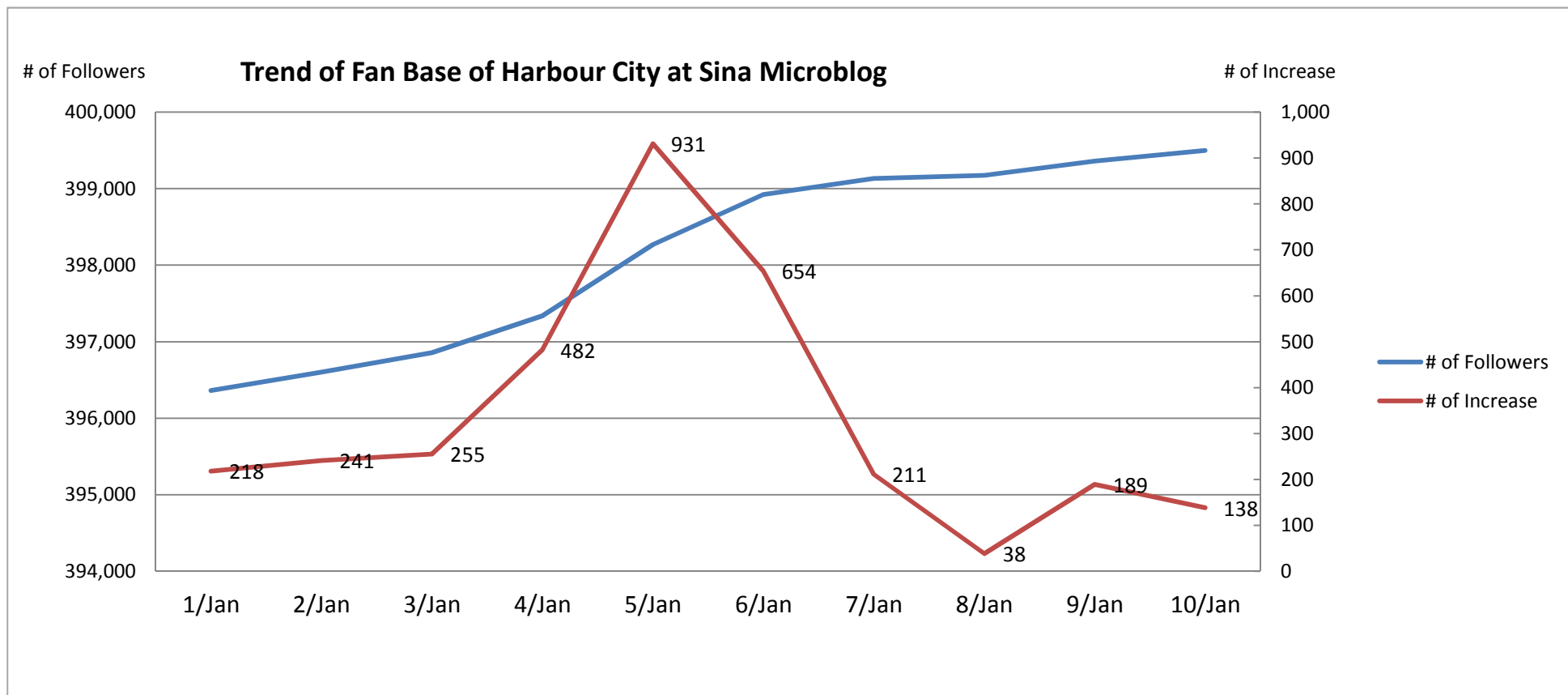


Event Analysis



Dolce & Gabbana Crisis – Top reposted posts on Jan 8

- Although few negative comments in the Dolce & Gabbana crisis are directly regarding Harbour City, the interaction ratio for Harbour City's official account at Sina Microblog are largely affected. The increasing rate of fan base for Harbour City has been slowing down since Jan 6 and reaches bottom at Jan 8. Only 38 new followers are observed on Jan 8, an increasing rate of 0.01%, significantly lower than its average of 0.12% per day.



Event Analysis



Dolce & Gabbana Crisis – Top reposted posts on Jan 8

KOL	Fans Base	Verified*	Region	Quotes	Reposts	Comments
卓越兄 (Media Specialist)	148,154	Y	Other	香港名店D&G,一件衣18万元,且常断货。啥人在买?除大陆人,还有谁?!据说有贪官、富B怕被曝光,逼尖沙咀D&G店派保安赶走拍摄客。蘋果记者扮客拍摄,也遭此。商店周围被划成禁拍區引起公憤,數百名市民响应網上號召,下午聚集D&G門外,伸出長短鏡頭瞄準櫥窗拍照,要求D&G道歉。此事引发全港媒体关注。	23026	3679
作业本 (Grassroots KOL)	1,559,661	Y	Other	香港牛逼呀:尖沙咀的D&G店,之前因为禁止游人在门口拍照,并擅自划出禁止拍摄区,结果,结果,今天突然来了千人围拍.....哈哈哈,让你丫装逼,被劈了吧。视频报道在这里: http://t.cn/SX2fRy	10552	2508
周保松 (University Professor)	9,474	Y	HK	這是今天明報的一篇文章《不能拍的廣東道》,如果細心閱讀,或許能對今天的D&G示威事件及背後折射出來的中港矛盾,有多一點了解。	6283	1313
鳳凰東方傳媒 (Feng Huang Media)	150,269	C	HK	【香港人抗議D&G霸道】香港名店D & G,因主要顧客為大陸官員家屬和二奶,為保護秘密,店方長期阻撓市民在門外公眾地方拍照,引起公憤。近日繼續有大批市民在店外拍照示威,抗議名店霸道。兩名男子駕駛兩輛共值1000萬元的義大利名貴跑車停泊在店門外抗議,有路人即興加入示威行列,已逾8000人支持。	5667	932

*Verified: y - normal V, c - Corporate V



Event Analysis

48-hour Repost Statistics (posts by 卓越兄 at 15:57, Jan 8)



- > [卓越兄](#) posted 10 posts at *Sina Microblog* on Jan 8 commenting on the photo taking protest, the one posted at 15:57 garners 23,430 reposts and 3,765 comments as of Jan 13. The peak of repost was observed at 2 hours after it was posted, while the acclaimed angel investor *Xue Manzi* ([薛蛮子](#)) expand reach of the post by reposting.
- > Other KOLs reposting [卓越兄](#)'s post include *Yang Jinlin* ([杨锦麟](#)), Executive Director of HKSTV, The official account of [The Founder Magazine](#) and historical writer [十年砍柴](#).



Event Analysis



48-hour Repost Statistics (posts by 作业本 at 17:37, Jan 8)

- > The post by Zuoyeben (作业本), a grassroots KOL, reached its peak of repost in the first 6 hours, and had another peak on Jan 9 as Hong Kong actress Cherrie Ying (应采儿) reposted it at 15:46, Jan 9. The reach of the post was also expanded by repost from Zhang Yu (张瑜) Deputy General Manager at China Wanke (Hefei branch) and Liu Chun (刘春), Vice President at Sohu.



Event Analysis



48-hour Repost Statistics (posts by 周保松 at 22:32, Jan 8)

- > The post by *Chow Po Chung* (周保松), professor in politics at The Chinese University of Hong Kong, was reposted twice (at 22:50 Jan 8 and 23:44 Jan 10 respectively) by acclaimed journalist and TV host *Rose Lvyiu* (閻丘露薇), which expanded its reach among netizens. The repost by official account of [Hong Kong CoChina Forum](#) also contributed to the expand.



Event Analysis



48-hour Repost Statistics (posts by 凤凰东方传媒 at 16:40, Jan 8)

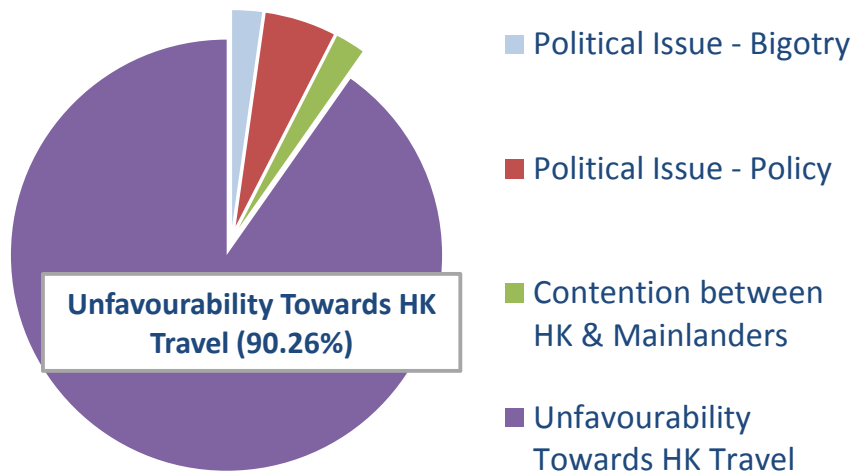
- The post by *Feng Huang Media* (凤凰东方传媒) at 16:40 was reposted by the official account of [Vista Story Magazine](#) at 18:37, further expanding its reach.



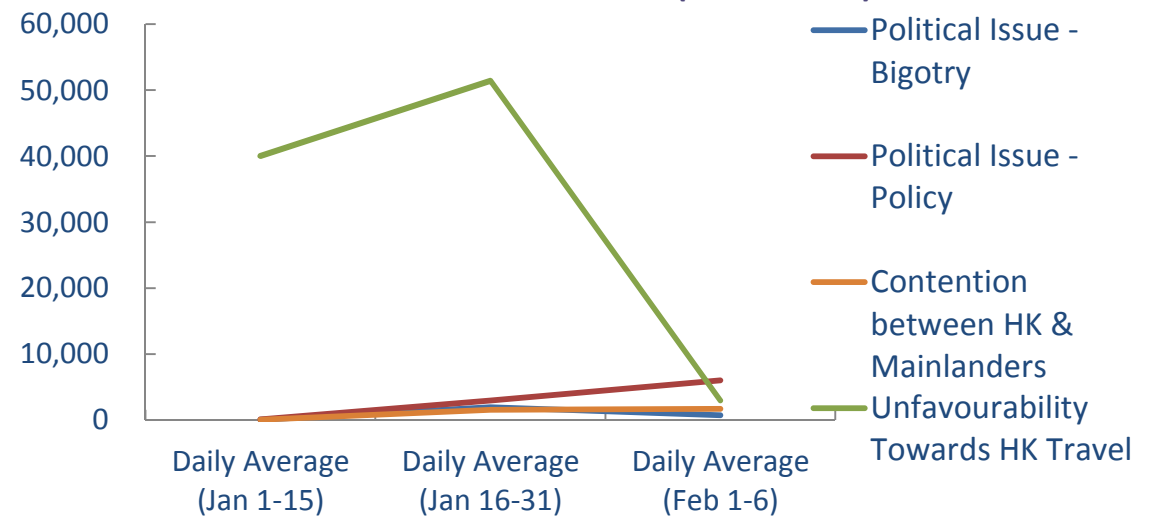
Unfolding Insights



China Anti-HK Subjects Buzz Trend For 1 Jan 2012 to 6 Feb 2012 (Sina Weibo)



China Anti-HK Subjects Buzz Trend For 1 Jan 2012 to 6 Feb 2012 (Sina Weibo)



Subject (Sina Weibo)	Search Term	1 Jan to 15 Jan	16 Jan to 31 Jan	1 Feb to 6 Feb
Political Issue - Bigotry	强国人	114	1,635	304
	香港 蝗虫	280	29,260	488
	香港 忍够	0	8	3,463
Political Issue – Policy	香港 双非	155	968	11,847
	香港 大陆 孕妇	327	2,326	12,606
	香港 内地 孕妇	1,174	43,624	11,570
Contention between HK & Mainlanders	香港 内地 矛盾	243	2,295	2,900
	香港 大陆 矛盾	212	2,033	3,817
	香港人 优越	214	20,216	3,472
Unfavourability Towards HK Travel	香港 不去	600,628	823,004	17,638



Indonesia Sex Scandal

The Importance of Online Intelligence to the Public Sector

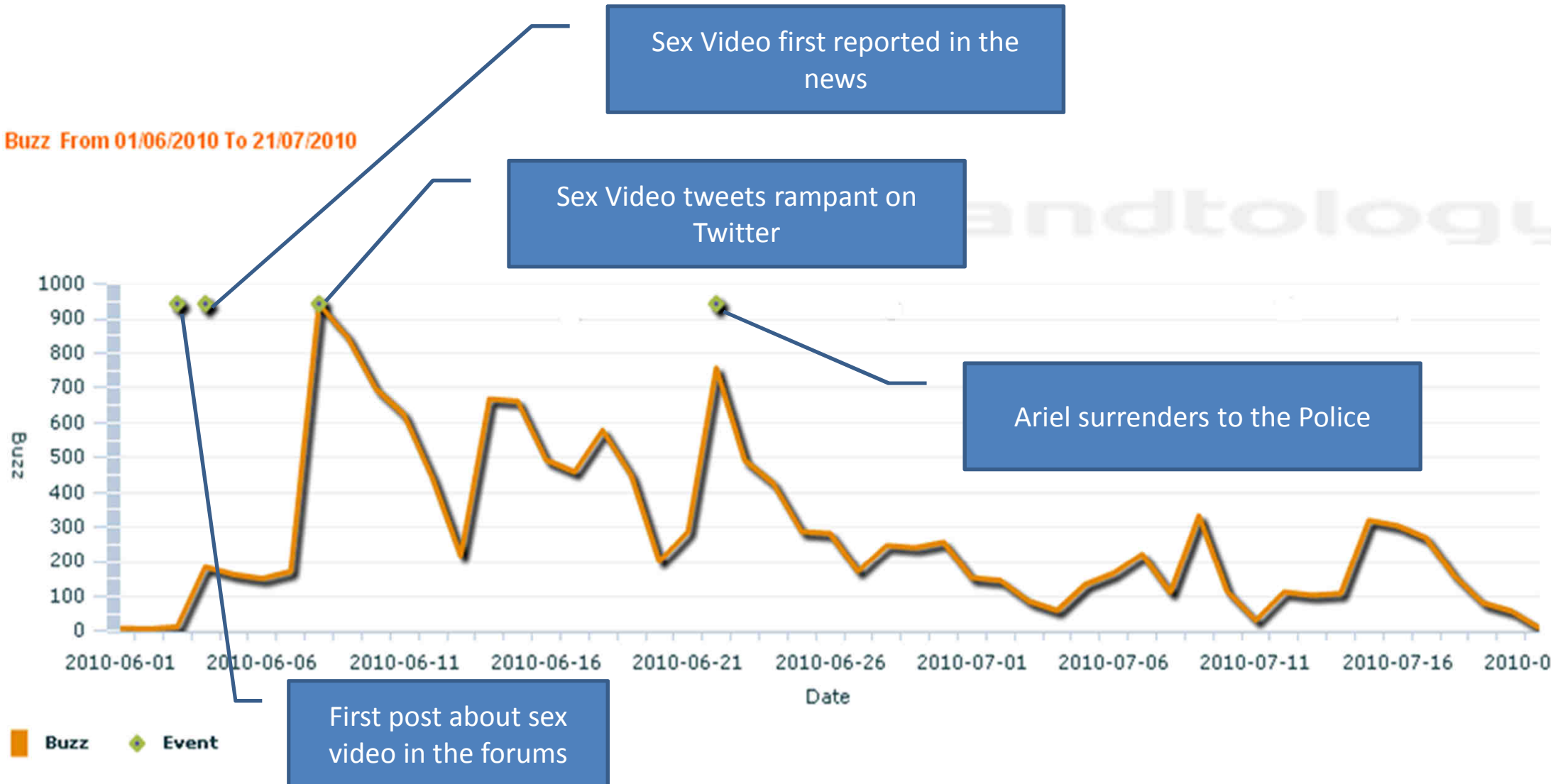
BACKGROUND

- Indonesia, World's most populous Muslim-majority country (240 million)
- Widespread scandal in June 2010 by online release of sex videos showing local celebrities –
Rock singer Nazril Ariel
with models and television personalities
Luna Maya and Cut Tari.



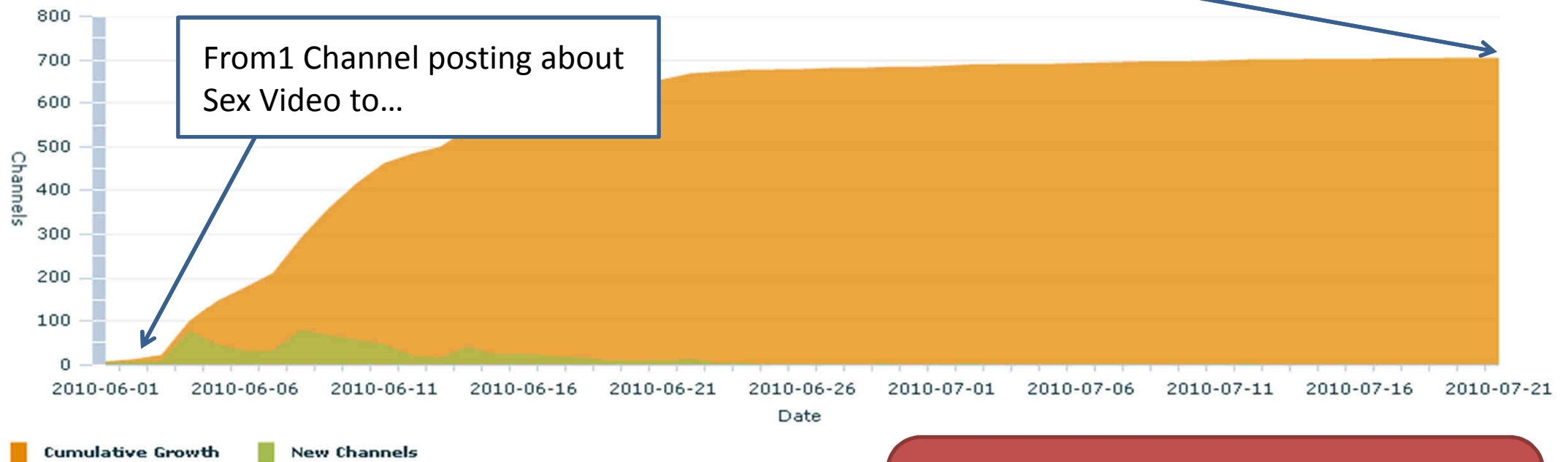
BUZZ TREND: KEY EVENTS THAT LED TO SPIKES IN BUZZ

Buzz From 01/06/2010 To 21/07/2010



CHANNEL GROWTH CHART

Channel Growth From 01/06/2010 To 21/07/2010



From 1 Channel posting about Sex Video to...

...Total of 705 Channels posting about Sex Video

Early detection of such news is crucial in preventing viral spreading online

FIRST POST IN FORUMS – CURRENT ISSUES

IDENTIFICATION OF NETIZENS FOR ONLINE ENGAGEMENT

New Unique Voice Details From 03/06/2010 To 03/06/2010



Subject: Ariel Sex Video (Date: Thu Jun 3 2010)

Voice	Author's Influ	Author's Influ	Commenter's	Commenter's	Site	Posts as Auth	Posts as Com	Total Posts	Avg. Sentime	
roXas82008		50		50	WebGaul Foru	2	2	4		All Posts

How to discover the source of the video and nip it in the bud.

List of Posts

List of All Posts From 01/06/2010 To 21/07/2010



Subject: Ariel Sex Video

Ticket ID	Post Date	Channel	Channel	Category	Subject	Title	Status D	Ticket St	Priority	Sentimer		
34627111	Thu Jun 3 18:12:00 GMT+0800 2010	FORUM	WebGau	Current	Ariel Se	HOT ! video skandal lun	Thu Jul	NEW			URL	Details
34875070	Fri Jun 4 01:53:00 GMT+0800 2010	FORUM	WebGau	Current	Ariel Se	HOT ! video skandal lun	Sat Jul	NEW			URL	Details
34875061	Fri Jun 4 14:22:00 GMT+0800 2010	FORUM	WebGau	Current	Ariel Se	HOT ! video skandal lun	Sat Jul	NEW			URL	Details
34882101	Tue Jun 8 02:26:00 GMT+0800 2010	FORUM	WebGau	Current	Ariel Se	HOT ! lagi lagi video ska	Sat Jul	NEW			URL	Details

POST DETAILS FIRST FORUM POST – ARIEL SEX VIDEO

Post Details

Ticket ID: 34627111 **Post Date:** Thu Jun 3 18:12:00 GMT+0800 2010



Status: NEW **Status Date:** Thu Jul 15 12:55:20 GMT+0800 2010



Category: Current Issues


Subject: Ariel Sex Video

Channel: WebGaul Forum - Hot form the Oven

Channel Type: FORUM **Country:** Indonesia


Sentiment:  **Priority:** 


 **Post By:** roXas82008 **Influence:** 

 HOT ! [video](#) skandal [luna](#) maya tersebar di internet


nih **bukan** hoax ato apa ya , gw uda liat **sendiri** [video](#) nya dan **kecewa** sekali dengan [luna](#) maya - ____- " 98% mirip banget deh aduuuuuh paraaah link [video](#) nya **ga** gw masukin disini ya , silakan cari di youtube ada kok menurut kalian gimana nih ?? **asli** ato palsu ??


Search Results 1 to 3 out of 614 [First](#) [Prev](#) [Next](#) [Last](#)

 **Post By:** roXas82... **Post Date:** Thu Jun 3 18:12:00 GMT+0800 2010


 HOT ! video skandal luna maya tersebar di internet


nih bukan hoax ato apa ya , gw uda liat sendiri video nya dan kecewa sekali dengan luna maya - ____- " 98% mirip banget deh aduuuuuh paraaah link video

 **Post By:** ggLovers **Post Date:** Thu Jun 3 18:54:00 GMT+0800 2010

 HOT ! video skandal luna maya tersebar di internet

Kayaknya ini lebih cocok di GoSel deh om..IMO

 **Post By:** roXas82... **Post Date:** Thu Jun 3 18:58:00 GMT+0800 2010

 HOT ! video skandal luna maya tersebar di internet

abisan ini kan bener2 hot from oven calon hancur deh karir luna maya kalo beneran

[Context](#) [Report](#) [Bookmark](#) [Email](#) [Translate](#) [Conversation Chart](#)

Translation: "oh I have seen this video myself, 98% similarity. Go to youtube to check it out for yourself if its original or fake"

KEY USAGE

Likewise, for Governments:

- 1. Policies**
- 2. Politics**
- 3. Customer Service**
- 4. National Security**



Kelly Choo

Co-Founder & VP of Business Development

Interested in Internships?

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