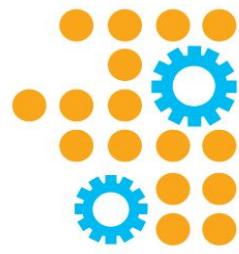


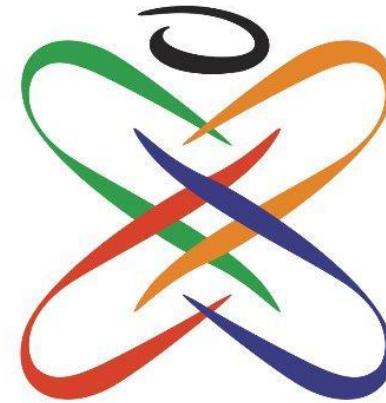
CITIZEN
RESEARCH
CENTRE

**Seasonality of Voluntary Medical Male Circumcision
on South African Social Media**

Shout It Now



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

Overview



VMMC Seasonality on South African Social Media

The objective of this report is to investigate the likelihood for success of an advocacy and intervention program - informed by, and focussed on social media conversation.

The aim of such a program would be to understand and influence the understanding and acceptance of voluntary medical male circumcision. To this end, we have isolated all publicly available, South African, social media conversation related to circumcision. This broader conversation is invaluable when creating a strategy for intervention as well as in assessing the possibilities for success and understanding what success looks like.

This data set collected is therefore broader than the conversation specifically related to voluntary medical male circumcision and will include, but is not be limited to, topics such as: traditional circumcision, female circumcision, social stigma, misinformation, agendas behind those pushing for circumcision and reasons for choosing or not choosing circumcision for yourself or your children.

During the categorisation process, we will segment the data into separate conversation themes factors which impact circumcision choices. This will allow for analysis and intervention of each conversation in isolation, as well as determining what relationship there is between the changes in this conversation and the changes in others.

Considering the nature of the cause, further research is required prior to activating an engagement strategy, to establish the validity of pushing a pro-VMMC message in the South African market.



VMMC Seasonality on South African Social Media

Year	2012	2013	2014	2015	2016	2017 ytd (30/04)	Total Study Period
Volume	17,176	24,357	20,346	22,592	24,579	11,778	120,828

The study period for this report is 1 January 2012 to 30 April 2017. As mentioned, we collected only South African data which means that either the author is South African, resides in South Africa, or at the least was in South Africa at the time that they created the post.

This report contains several Analytic Units which have been chosen in line with the project objectives. These are:

Volume Timeline - An overview of daily conversation volumes, a summary of monthly volumes as well as high and low marker dates.

Geography - A total volume by province as well as a per capita breakdown by city/urban centre. The percentage of total posts which have an identified location will be declared.

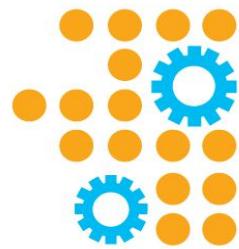
Content Sources - Pie chart graphic and example posts of different social media platforms used to contribute to this conversation.

Demographics - Age and Gender split of the contributing authors to the conversation. The percentage of total posts which have an identifiable cis gender will be declared.

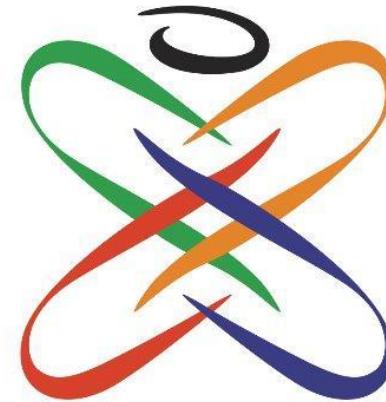
Topic Trends - A Topic Wave and Word Cloud summary of the organic topics identified in the isolated data.

Authors - Identification of the most prolific as well as the most influential contributors to the conversation, as well as a graphic representation of Authors per Day and Posts per Author.

Low Influence Authors - A snapshot of the most prolific authors in the conversation who have a General Influencer Score of below 50. A Influencer Score is a number between 1-100 that represents the influence of an individual, corporation, group etc. across their social platforms.



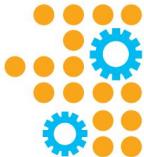
CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

SA Social Media: 2012



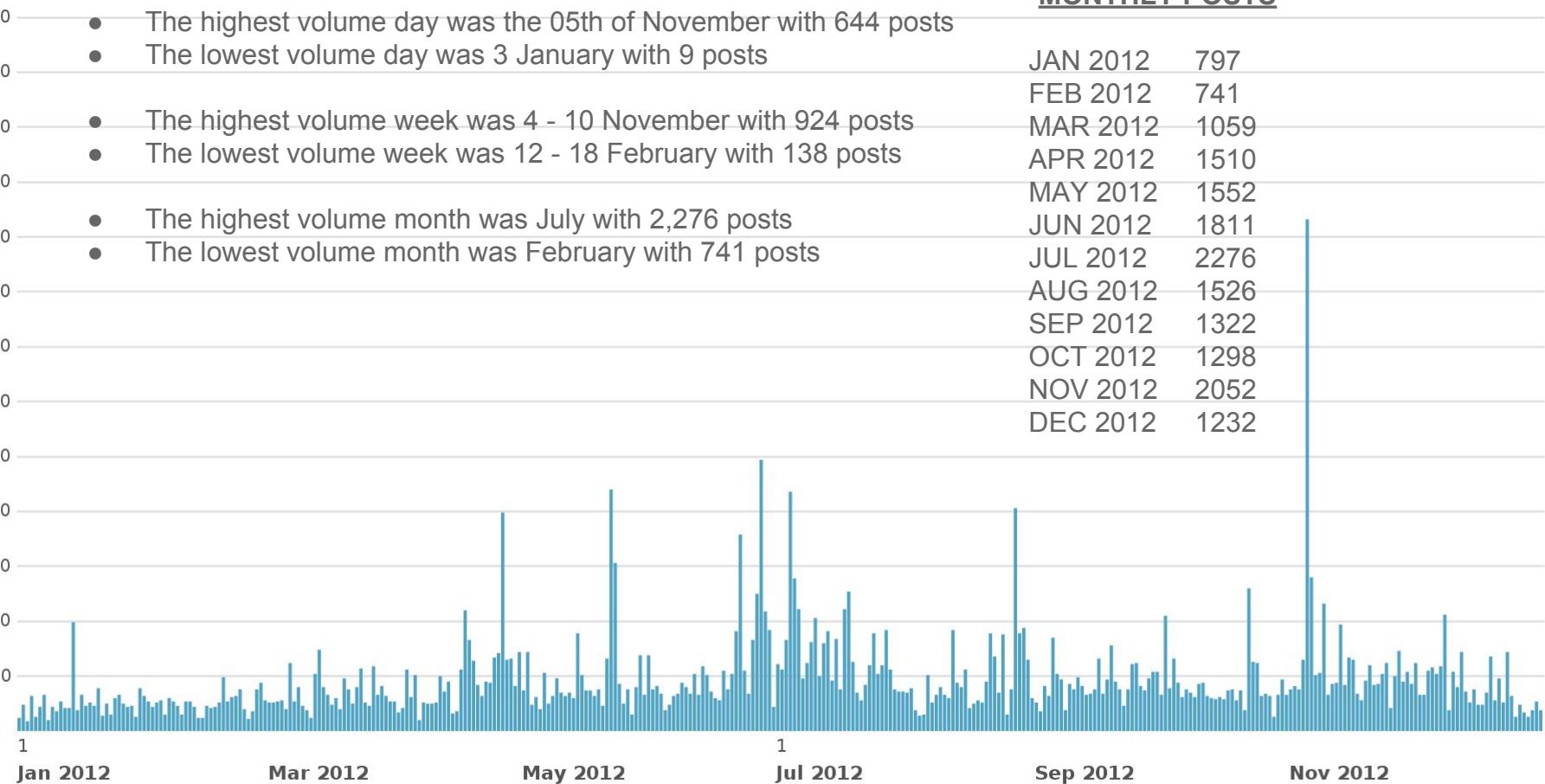
Volume Timeline

Voluntary Medical Male Circumcision - 2012

- A total of 17,176 relevant posts were identified in 2012
- The highest volume day was the 05th of November with 644 posts
- The lowest volume day was 3 January with 9 posts
- The highest volume week was 4 - 10 November with 924 posts
- The lowest volume week was 12 - 18 February with 138 posts
- The highest volume month was July with 2,276 posts
- The lowest volume month was February with 741 posts

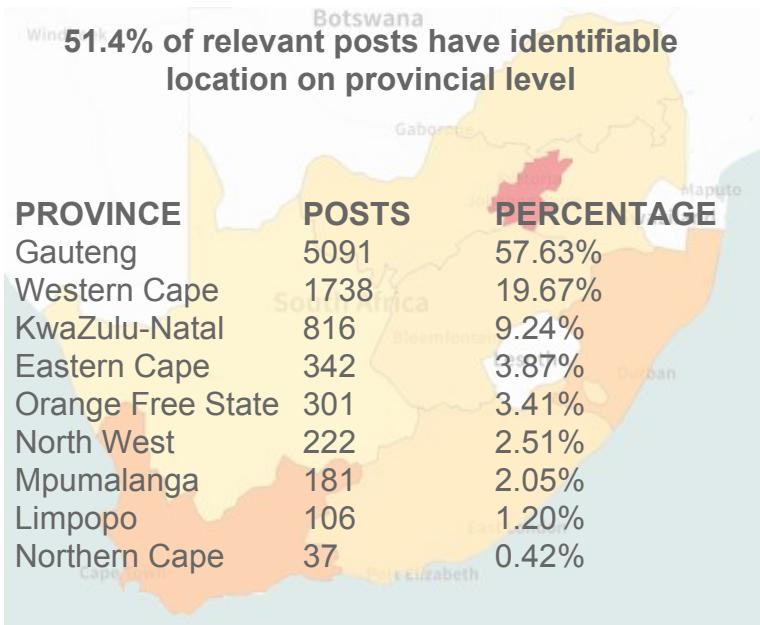
MONTHLY POSTS

JAN 2012	797
FEB 2012	741
MAR 2012	1059
APR 2012	1510
MAY 2012	1552
JUN 2012	1811
JUL 2012	2276
AUG 2012	1526
SEP 2012	1322
OCT 2012	1298
NOV 2012	2052
DEC 2012	1232



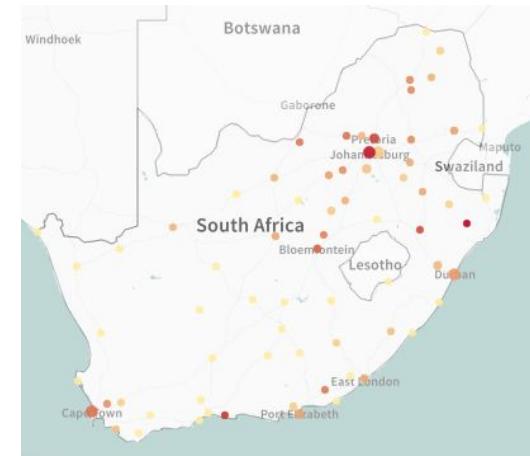


Geography



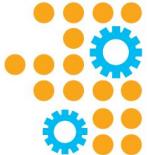
- Of the posts with identifiable location on city level, 42.55% originated from Johannesburg.
- Cape Town (18.82%) each contributed almost 1 in 5 post and Pretoria (12.29%) more than 1 in ten.
- Ulundi had the highest relevant posts per capita, of any South African city, at 1108 post per million. Notably, Knysna (919) and Ladysmith (759) both ranked in the top 10 despite only contributing 0.69% and 0.43% of the total volume of conversation.

Voluntary Medical Male Circumcision - 2012



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	1108.27	0.27%
Johannesburg	1038.14	42.55%
Knysna	919.09	0.69%
Pretoria	769.81	12.29%
Ladysmith	759.89	0.43%
Bloemfontein	576.59	3.19%
Rustenburg	494.05	0.98%
Cape Town	490.51	18.82%
Grahamstown	469.7	0.51%
Mmabatho	459.65	0.57%

Content Sources



Calora Baby
4 October 2012 · 0

What's your opinion on circumcision?
(no personal attacks please, we're all entitled to our own opinion)



The Advantages & Disadvantages of Circumcision | Baby
The decision of whether to circumcise your little boy or not, can be a difficult one. Sometimes culture makes the decision for you, but most times, parents are left to make the decision themselves.
CALORABABY.CO.ZA

Like 100 **Comment** 153 **Share**

17 shares 6 October 2012 at 19:18 - Like 2

Paula Borges this is VIOLATION OF CHILDRENS RIGHTS.
6 October 2012 at 17:11 - Like 2

Mbaleni Yamambatha Hlengy Shandu Tis owo* shud i hv a baby son twill be done soon afra his birth.
6 October 2012 at 19:15 - Like

Jabulani Ngwenya Thy shall not alter anything on your bodies. Circumcision was a symbol of my covenant with my people but now they shall not circumcise anymore for they shall be circumcised in their hearts. The death of my only son on the cross put me the end to everything for He is the last sacrifice.
6 October 2012 at 19:18 - Like

Jabulani Ngwenya This is what God our father said. So who so ever goes against the word of God is not for God.
6 October 2012 at 19:19 - Like

Megan Janse van Rensburg My husband was circumcised at birth so I will have my sons- should I have them- done too. This is proven to have health benefits and is far less traumatic as a new born than as an adult. I understand the reasoning behind it and from a medical point of view feel it is a safer option for men in this day and age where HIV and STDs are of such high prevalence and such great risk. Having father and son look alike further helps children to identify and accept their forms and ensures no confusion for them going forward.
6 October 2012 at 22:48 - Like 1

Bokang Queen B it is a very good measure to take
7 October 2012 at 02:50 - Like

Hilda Van Rensburg My husband had to be done as an adult and therefor we decided to snip it...Soooo glad we did!
26 June 2013 at 13:07 - Like 2

KKathy Jkriss dont do it
6 October 2012 at 02:01 - Like

Sam DeVall CHOP HIM. the only question is.....short sleeve or long sleeve ?
hahaha
6 October 2012 at 02:09 - Like

Marco Coleman leave it its the best thing to do ive spoken to many peads and Dr concerning this
6 October 2012 at 07:22 - Like

Bélliz Gárreró Th bble says its wrong n no man who hv done that shall enter th kindom of God...so NO!!! Thnx bt no thnx.
6 October 2012 at 07:22 - Like 1

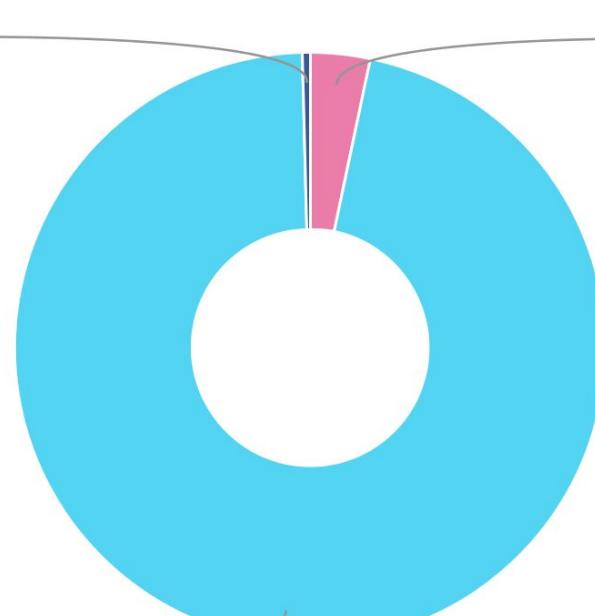
Patrick Mdidzini Diamini this is VIOLATION of Children's Rights. They don't know what you are doing to them, hence every person needs to grow up and decide whether to VARIATE what God gave himfull stop !
6 October 2012 at 10:14 - Like 2

Jamie Briggs I would rather be a complete prick!
6 October 2012 at 13:15 - Like 2

Kushath A Alex Stephen Any measure dat has been proven scientifically to be reducing the spread of HIV is ok. Myths will never defeat facts. Kids will never tell anyone if they want to have sex. We always see teenage pregnancies prob dat dey have sex at da wrong time. HIV has also found its way at dis stage, so circumcision is good for kids.
6 October 2012 at 17:09 - Like 1

Volker Bause Just like having whatever part of your body pierced, tattooed or whatever. I personally think that choice is best left to the individual when they are old enough or a medical need arises. I truly don't see any reason to impose such a belief in what can ultimately only be described as mutilation, on anybody, especially not on people dearest to me. I do agree that this might have advantages in certain cultural circumstances but would never ever enforce or condone this as a matter of getting somebody to share in a religion or whatever.
6 October 2012 at 17:10 - Like 1

Facebook
<1%



Twitter
96%

Positive Heroes
28 November 2012 · 0

We have had a good number of queries lately about circumcision and HIV Infection. There seems to be a story going around that circumcised men are not able to contract HIV or pass on HIV. THIS IS NOT TRUE. Circumcision DOES NOT PREVENT HIV INFECTION. Circumcision does not prevent Sexually Transmitted Infections. CONDOMS prevent HIV infection. CONDOMS prevent STIs. This is true for vaginal sex and for anal sex. Circumcised men contract and pass on HIV just like anyone else. Use condoms people!

Voluntary Medical Male Circumcision - 2012

Forums
3%



- The day with the highest number of Forum posts was the 27th of June with 49 contributions.

- The peak Facebook posts per day during 2012 was 2 per day - with only 6 days reaching this peak. 303 days had zero Facebook posts.

- The day with the highest number of Twitter contributions was the 05th of November with 464 tweets.

Demographics



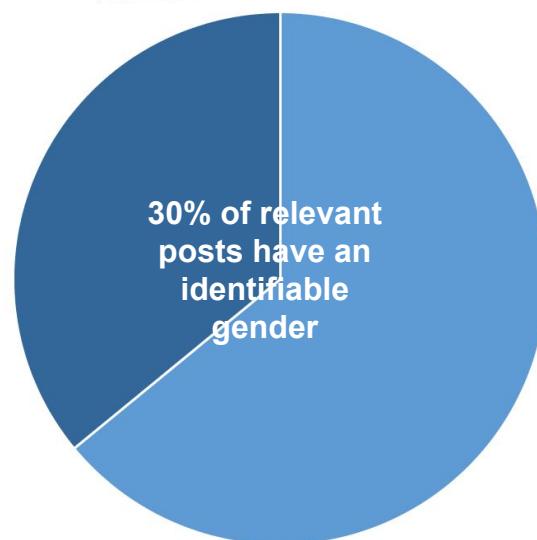
Voluntary Medical Male Circumcision - 2012



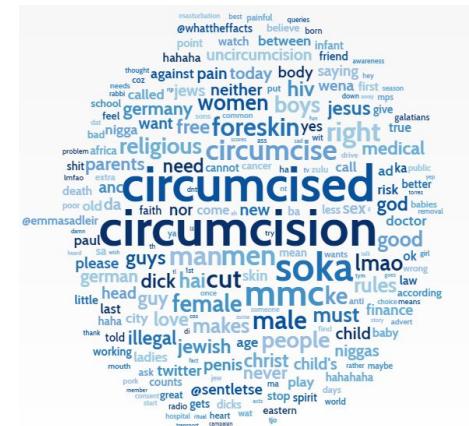
8% of relevant posts have an identifiable age

Of the relevant posts with where the age of the author can be determined:

- 5% were 17 and under
 - 5% were between 18 and 24
 - 16% were between 25 and 25
 - 74% were 35 and above

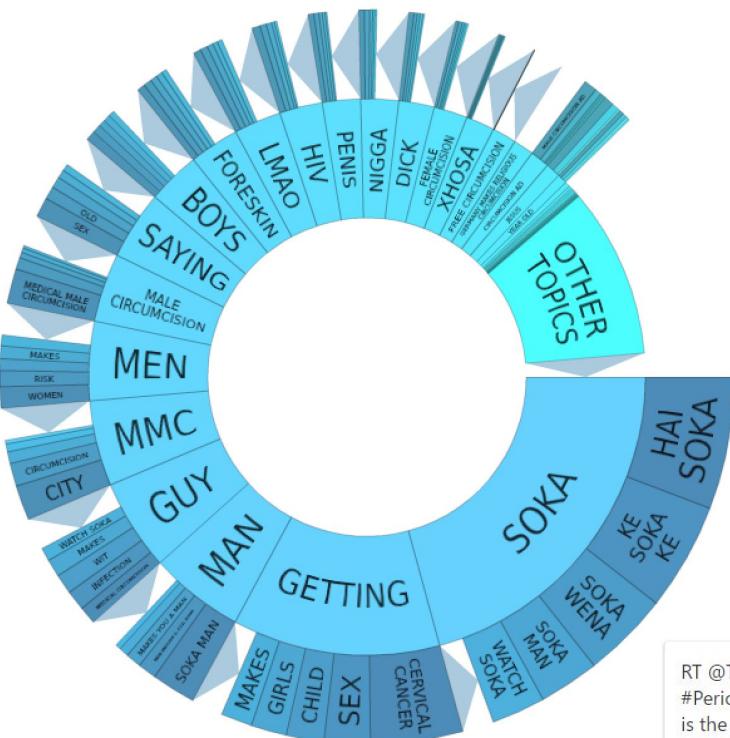


30% of relevant posts have an identifiable gender





Topic Trends



 **Philasande Sixaba**
@psixaba

This is bullshit is'kolo sikaTata sonke is condoning this medical circumcision shit

8:09 PM - 27 Aug 2012



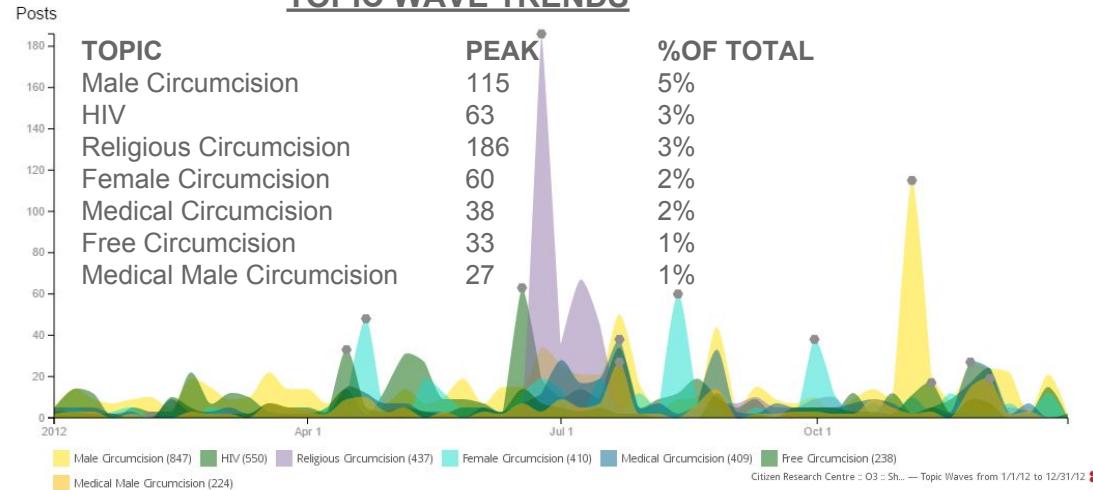
[Follow](#)

RT @SOF_Campaign: I do not understand why female circumcision is so frowned upon, yet male circumcision is just allowed to carry on #i2

— [THE Chris Sawyer \(@SawyerBean21\)](#) [Jun 10, 2012](#)

Voluntary Medical Male Circumcision - 2012

TOPIC WAVE TRENDS



 **EPL CHAMPIONS**
@Captain_Ddz

[Follow](#)

In KZN, woman are involved in the medical circumcision of young okes...

9:28 AM - 17 Jul 2012



RT @ThembaletuMbang @nomisupasta @zanu_pf
#Period I agree with you, male circumcision is key, So is the respect, protection of homosexuals * stop HIV spread

— The Good Guy (@calvin_munatswa) Dec 11, 2012

 **Thubz** @Ms_Ndlela
@nqabamatshazi there's other benefits too. U might as well

 **Nqaba Matshazi**
@nqabamatshazi

@Ms_Thubz Like? I oppose all forms of non religious or non cultural circumcision

5:36 PM - 21 Aug 2012 · Randburg, South Africa



[Follow](#)

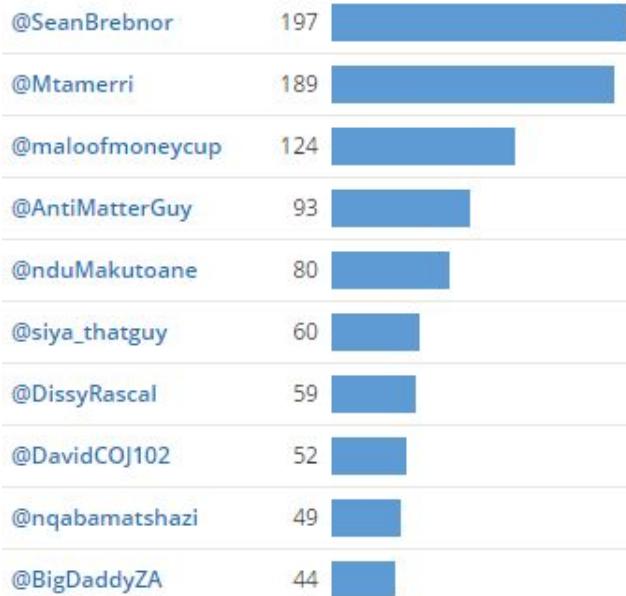
 **XOLANI NGWEKAZI**
@Xolani_Ngwekazi

All #uncircumsized males & females are encouraged to go for medical circumcision..

7:24 AM - 24 Jul 2012



MOST PROLIFIC

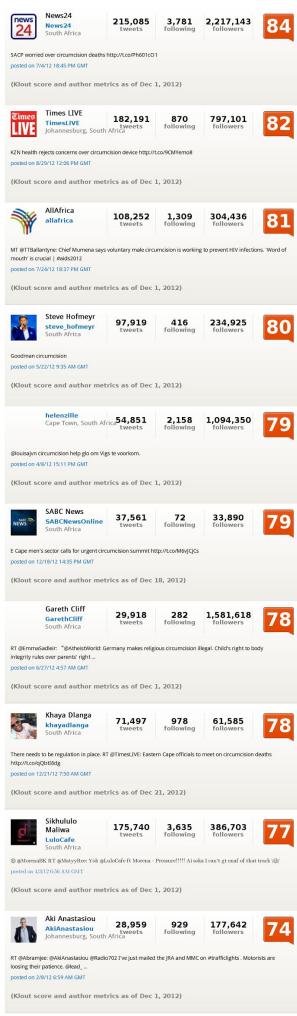


Most Prolific Account was @SeanBrebner
 Sean Brebner

An intactivist for genital integrity & the
 banning of Routine Infant Circumcision

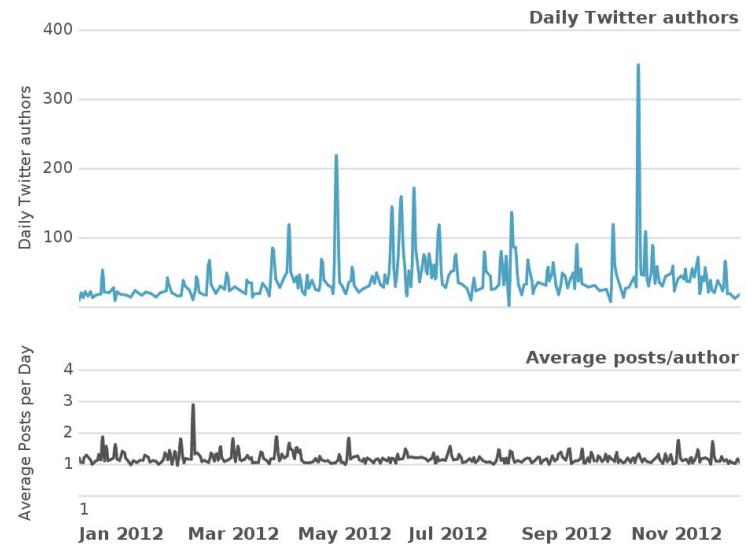
Facebook:
<https://www.facebook.com/Sean-Brebner-Actor-245201165589597/>
 Email: seanbrebner@gmail.com

MOST INFLUENTIAL



Voluntary Medical Male Circumcision - 2012

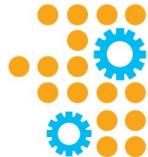
DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score were:

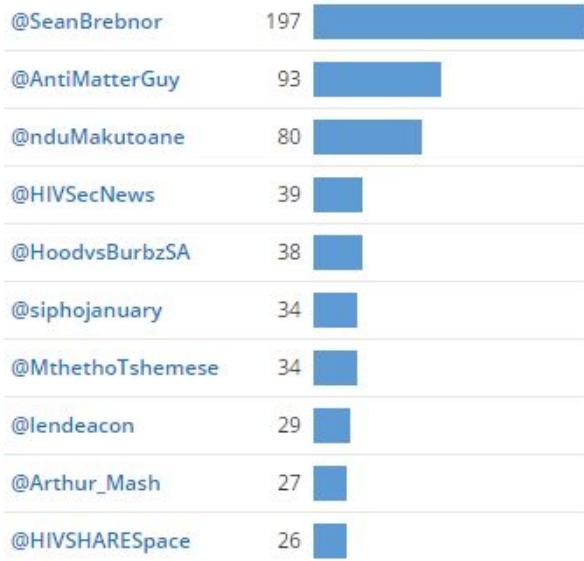
Steve Hofmeyr
 Helen Zille
 Khaya Dlanga

@steve_hofmeyr
 @helenzille
 @khayadlanga



Authors - Low Influencer Score

MOST PROLIFIC



Sean Brebner

@SeanBrebner

Actor, Director, Writer, Production Designer, Art Director, Fine Artist. Also an activist for genital integrity & the banning of Routine Infant Circumcision.

📍 Johannesburg, South Africa

Joined July 2009

TWEETS 2,467 FOLLOWING 404 FOLLOWERS 277 LIKES 1,052 LISTS 2

 **Sean Brebner**
@SeanBrebner

[Follow](#)

He should've bitten it off... "@BeckyMorissette: Just saw a circumcision!!! The baby was so good, he just sucked on my finger!!"
11:42 PM - 26 Sep 2012

◀ ▶ 1 ❤ 1

 **Sean Brebner**
@SeanBrebner

[Follow](#)

Circumcision is and will never be a substitute for proper sex education and safe sex. #2
2:36 AM - 14 Jan 2012

◀ ▶ 4 ❤ 0

Voluntary Medical Male Circumcision - 2012



TWEETS 27.1K FOLLOWING 2,801 FOLLOWERS 806 LIKES 1,682

 **Dan Moshenberg** @danwibg 18 Feb 12
#India: I don't want to come to terms with circumcision. I want to fight without fear [shar.es/g3xbY](#)

 **Ndu Makutoane** @nduMakutoane
[Follow](#)

@danwibg Such a cruel practice, would you say the same about male circumcision?
8:19 PM - 18 Feb 2012

◀ ▶ ❤ 0

TWEETS 148K FOLLOWING 504 FOLLOWERS 5,831 LIKES 933



 **Mphathi Ngaphambili** @BigDaddyZA
[Follow](#)

Next thing sizova kusithwa there's a circumcision tent ematric quad yase umtata high
3:14 PM - 3 Sep 2012

◀ ▶ ❤ 0

 **Mphathi Ngaphambili** @BigDaddyZA
[Follow](#)

Some of your wives are going to get your sons circumcised without you knowing
1:33 PM - 4 Jan 2012

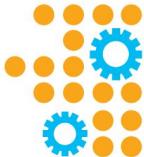
◀ ▶ ❤ 0



Overview and Insight

Voluntary Medical Male Circumcision - 2012

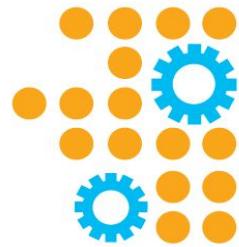
- At 17,176 posts the circumcision conversation represents 0.0074% of the total, South African, online conversation in 2012.
- The most significant volume spike on the 2012 timeline was the week of the 04th of November. This followed a co-ordinated ad and message placement (in SABC's Generations Soap Series). The advert was seen to be too much by the community and the Generations message placement ("you're not even circumcised" by a main character to her boyfriend) was seen to shame him.
- The circumcision conversation had a total 140 million potential impressions in 2012.
- From the posts which have an identifiable location, Ulundi produced the highest posts per capita during 2012, which mirrors the general RSA conversation. Johannesburg has the second highest posts per million, at roughly 1,038 posts per million. This is followed by Knysna, Pretoria, Ladysmith and Bloemfontein, Rustenberg, Cape Town, Grahamstown and Mmabatha as cities in the top 10.
- Proportional percentage contribution by province was in line with that of the general RSA conversation with the only major outlier being a slightly higher proportion in Gauteng and a slightly lower proportion of the circumcision conversation taking place in the Western Cape. Combining the percentages of these two provinces and comparing it to the overall RSA conversation, the breakdown differs by a mere 0.35%.
- The content source breakdown for those contributing to the circumcision conversation saw more forum (3% vs 1%) and less Twitter (96% vs 99%) in this conversation than when compared to the general RSA conversation.



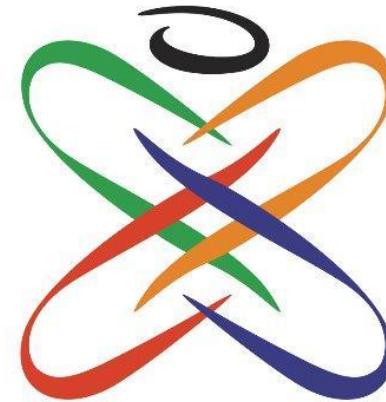
Overview and Insight

Voluntary Medical Male Circumcision - 2012

- The circumcision conversation in 2012 is driven by the over 35 year age group (74%). With a tiny (5%) of the total conversation being contributed by under 18s and the same being contributed by 18-24 year olds. This increased among the 25-34 age group to 16%. When compared to the general RSA conversation, 16% of the conversation originated from 17 and below with 12% coming from the 18-24 year group. Interestingly, the over 35 year category was 55% when compared to 74% in the circumcision conversation. Combined this presents a situation where the young's voice is suppressed (through social stigma etc) and the message is therefore driven by the older community (for whom circumcision seems to largely have taken place)..
- The circumcision conversation in 2012 was driven more by men (64%) than the general RSA conversation (52%) for the same period. Within the conversation instances of men actively dissuading women from participating as it's seen as disrespectful to their partners/fathers/brothers etc.
- Within the top tier of influence in the circumcision conversation, two highly influential individuals are central to the conversation. They include Justice Malala (210+) and Max Du Preez at over 70 engagements (both political commentators). In the case of Justice Malala, he commented on "The Spear of Zuma" by Zapiro. He says "We've defaced art. Now let's burn books. circumcise women. #SadDay #Spear #Zuma". Max Du Preez, on the other hand, commented that "It's not true that most of our male politicians are complete dicks. Some of them were circumcised". Within the broader list of most engaged exists siya_thatguy aka MooshLIVE (90) who presents a consistently pro-circumcision argument, i_DOSA (70) who got circumcised, discussed it publicly, and Sentletse (60) who stands against circumcision.



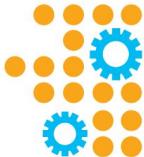
CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

SA Social Media: 2013



Volume Timeline

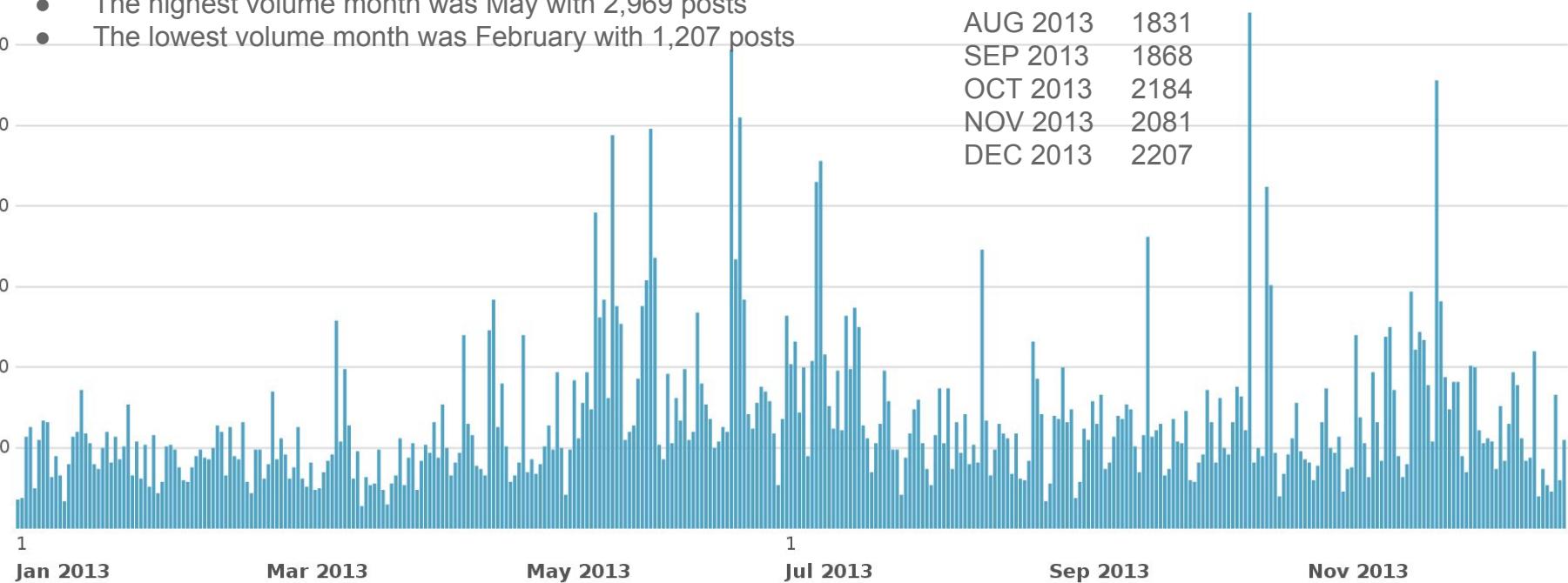
Voluntary Medical Male Circumcision - 2013

- A total of 24,357 relevant posts were identified in 2013

- The highest volume day was the 18th of October with 320 posts
- The lowest volume day was 23 March with 14 posts
- The highest volume week was 16 - 22 June with 1055 posts
- The lowest volume week was 24 - 30 March with 203 posts
- The highest volume month was May with 2,969 posts
- The lowest volume month was February with 1,207 posts

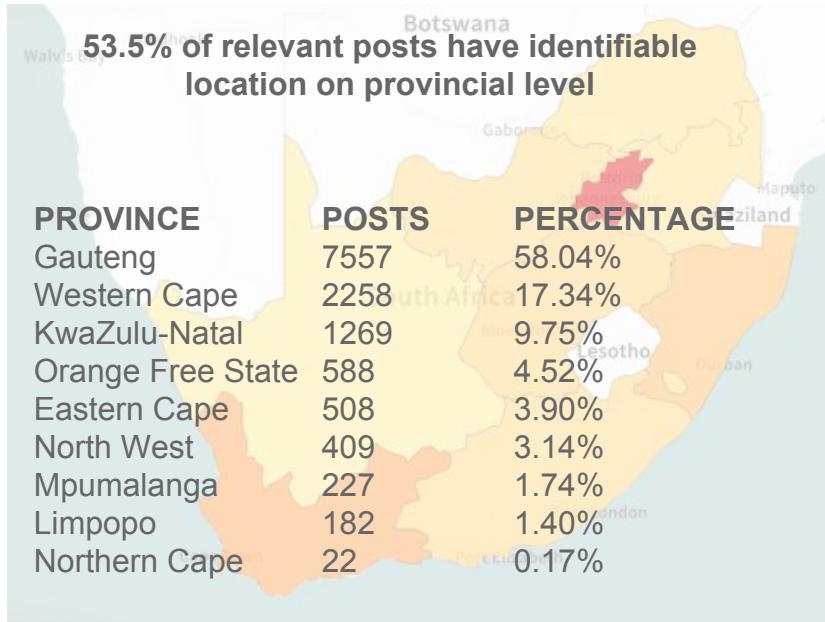
MONTHLY POSTS

JAN 2013	1478
FEB 2013	1207
MAR 2013	1347
APR 2013	1747
MAY 2013	2969
JUN 2013	2680
JUL 2013	2758
AUG 2013	1831
SEP 2013	1868
OCT 2013	2184
NOV 2013	2081
DEC 2013	2207





Geography



- Of the posts with identifiable location on city level, 41.93% originated from Johannesburg.
- Cape Town (17.88%) and Pretoria (12.87%) contributed a combined total of over 30% of all identifiable city posts.
- Ulundi and Johannesburg had the highest relevant posts per capita, of any South African city, at 1,590 and 1,442 post per million respectively.

Voluntary Medical Male Circumcision - 2013

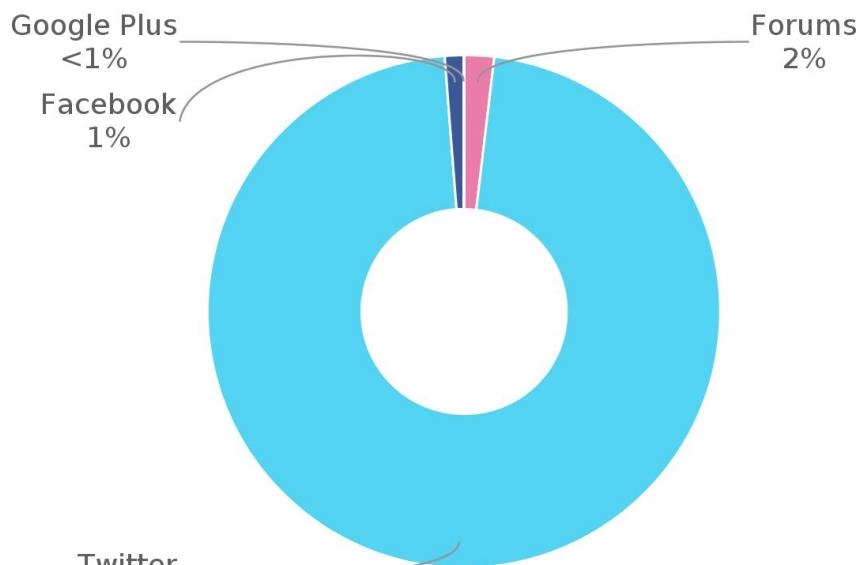


CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	1590.13	0.28%
Johannesburg	1442.79	41.93%
Pretoria	1136.77	12.87%
Bloemfontein	1008.5	3.95%
Cape Town	657.54	17.88%
Mmabatho	651.17	0.58%
Rustenburg	632.62	0.89%
Grahamstown	622.62	0.48%
Polokwane	536.25	1.00%
Ladysmith	485.49	0.19%



Content Sources

Voluntary Medical Male Circumcision - 2013



 IG:shazkrab
@ShazKrab

 Follow

To every guy that's not circumcised.... Please wake up and go to da clinic tomorrow... Its free... I mean that sh*t is disgusting maan FOH!

10:08 PM - 9 Sep 2013



Circumcision a key preventive measure for HIV.

[...] only reason that it might help, is that a foreskin can be prone to getting micro tears during sex. I still think it is a totally stupid reason to promote circumcision though.

Wits - University of the Witwatersrand's Facebook Wall

TAKE CHARGE OF YOUR HEALTH: Have you got questions about your health, HIV/AIDS or male **circumcision**? The Wits Campus Health and Wellness Centre, CCDU and Drama for...

The White House - Reply To: "An AIDS-free generation: That's the world I want for my daughters. That's the world we want for all..."

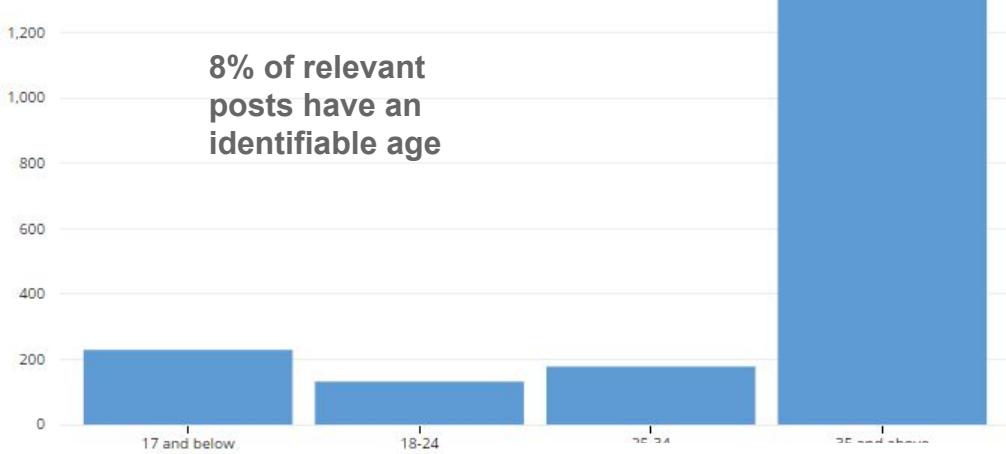
Mr. Pres. Why do you want a AIDS free society for your daughters? Aren't you going to have them circumcised like you good Muslim fathers do? Wait, that would surely make lesbians of them. Now I understand why your worried.

- The day with the highest number of Forum posts was the 11th of June with 38 contributions.
- Facebook posts peaked at 15 contributions on the 20th June.
- Google Plus accounted for a total of 7 posts for the entire year.
- The day with the highest number of Twitter contributions was the 18th of October with 320 tweets.

Demographics

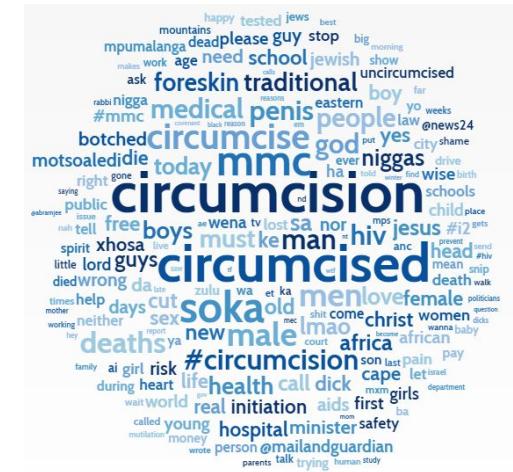
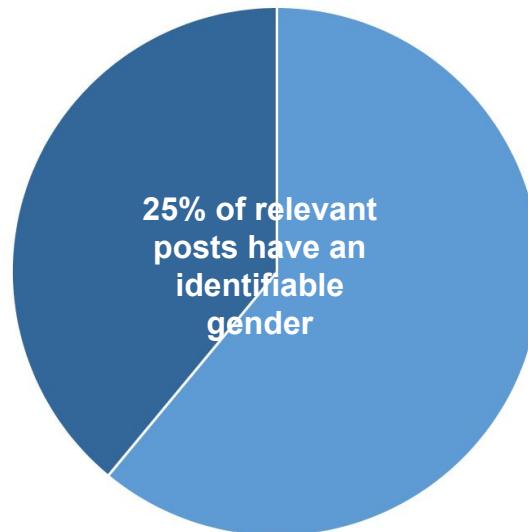
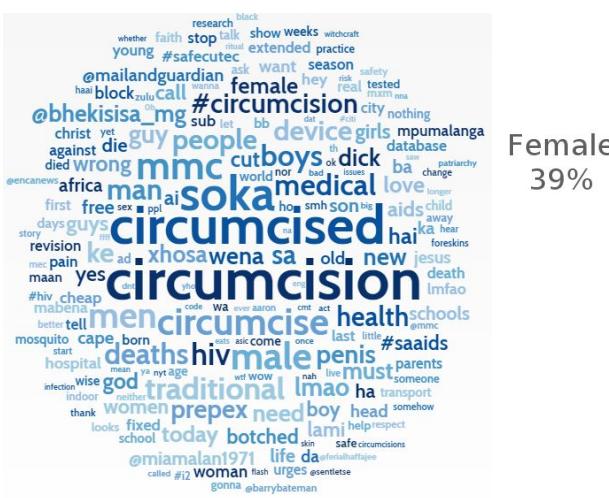


Voluntary Medical Male Circumcision - 2013



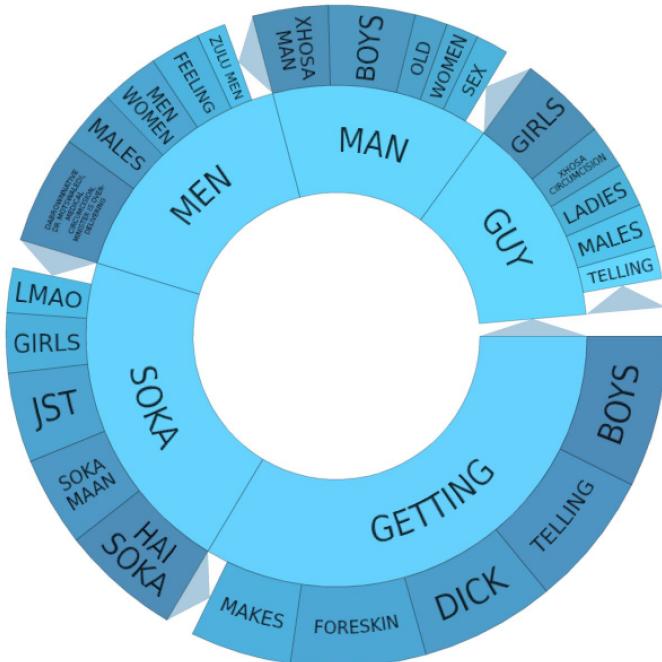
Of the relevant posts with where the age of the author can be determined:

- 12% were 17 and under
- 7% were between 18 and 24
- 9% were between 25 and 25
- 72% were 35 and above





Topic Trends



what a wow
@zaynab_the1

Getting circumcised at the bush is not only about the circumcision but it's about being taught to be a proper man.
8:11 PM - 28 Aug 2013

[Follow](#)

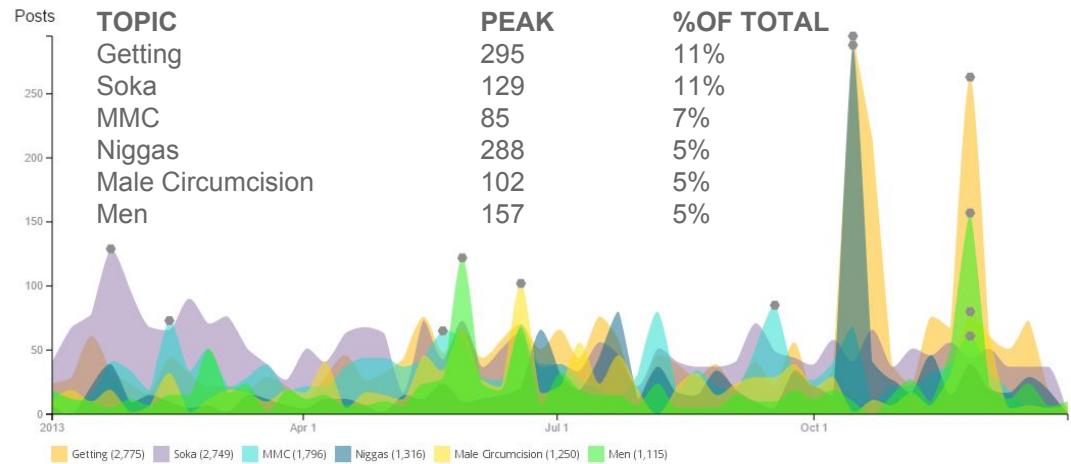
Soul City_It's Real
@SoulCityItsReal

Trish Crawford, led to situation where 2000 ppl waiting to be circumcised. #MMC #ICT4health
10:07 AM - 11 Sep 2013

[Follow](#)

Voluntary Medical Male Circumcision - 2013

TOPIC WAVE TRENDS



Sia
@siya323

[Follow](#)

Zulu niggas go to hospital for circumcision then act like real niggas yell faggots.
5:17 PM - 16 Nov 2013

[Reply](#) [Retweet](#) [Heart](#)

Umdidizi Womdidi
@MandlaNdfayaSA

If you are a Xhosa male and you go to for medical circumcision, do not expect any respect from me. I am unapologetic about that!
8:48 PM - 27 Sep 2013

[Reply](#) [Retweet](#) [Heart](#)

#Buyisanimhlaba
@pozcandy

[Follow](#)

Allow medical Male circumcision To happen . No more mountain cutting.
9:47 AM - 26 May 2013

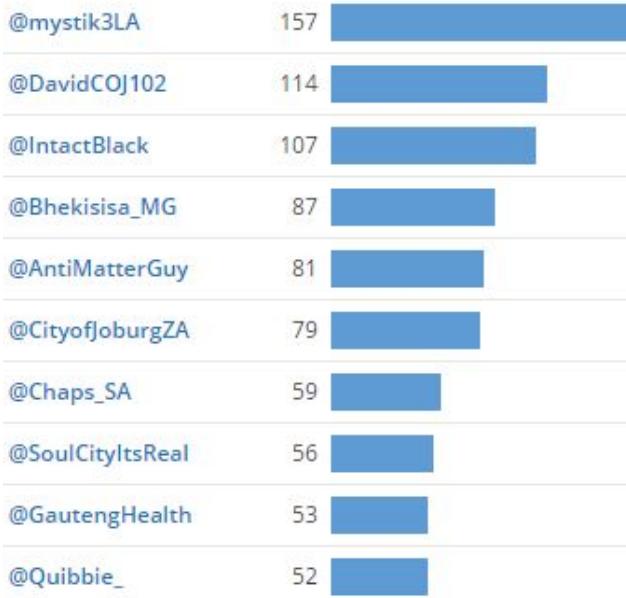
[Reply](#) [Retweet](#) [Heart](#)

Nkqubela
@Strategy29

The minister of Health should just chill and call us Xhosa men to do the Male circumcision
3:59 PM - 16 Nov 2013

[Reply](#) [Retweet](#) [Heart](#)

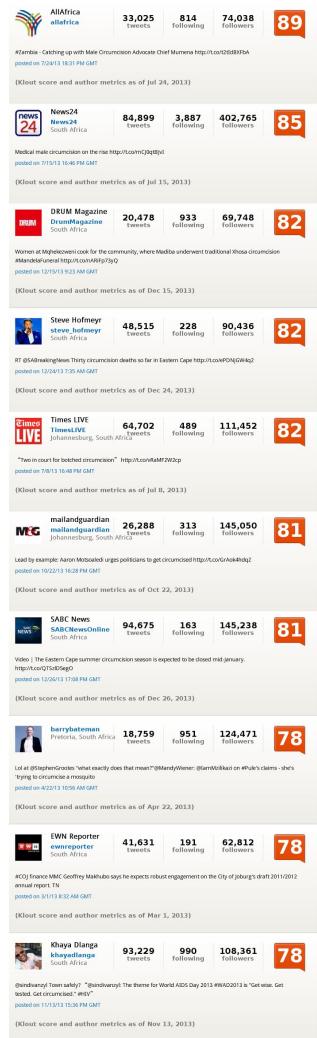
MOST PROLIFIC



Most Prolific Account was @mystik3LA

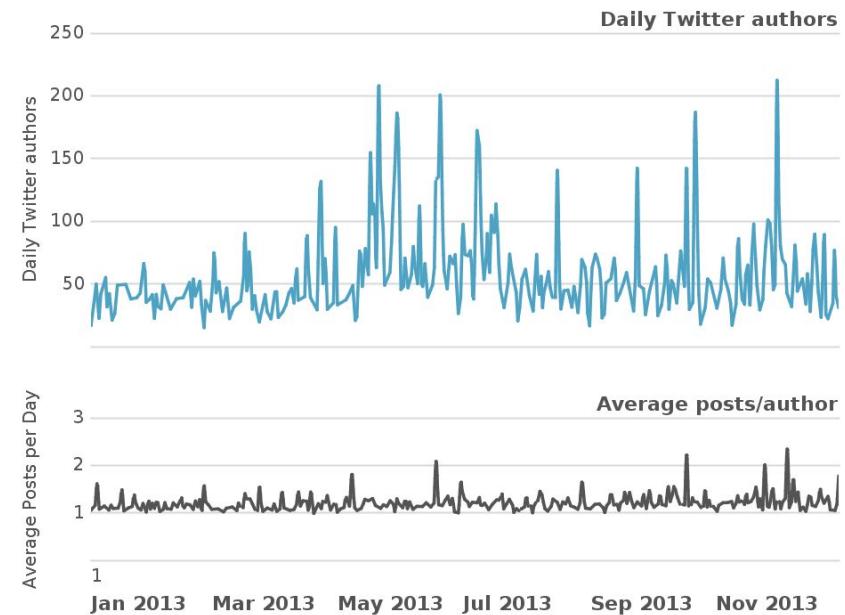
Not much information is available however this individual has used the same Twitter account since October 2011 and has identified as a circumcised, non-Xhosa, male.

MOST INFLUENTIAL



Voluntary Medical Male Circumcision - 2013

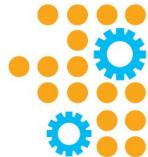
DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

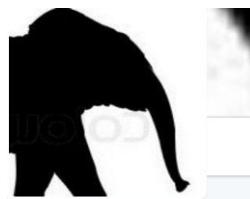
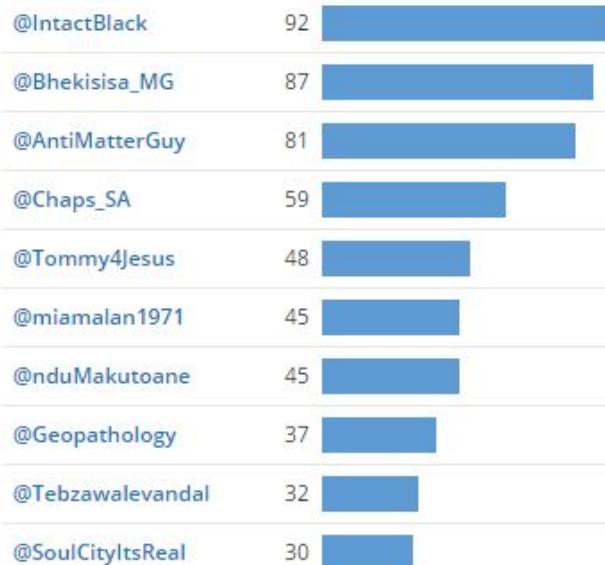
Steve Hofmeyr
Barry Bateman
Khaya Dlanga

@steve_hofmeyr
@barrybateman
@khayadlango



Authors - Low Influencer Score

MOST PROLIFIC



Intact Black

@IntactBlack

A TWITTER PAGE FOR MALES WHO ARE ALL NATURAL AND UNDAMAGED BY FORCED FORESKIN AMPUTATION (CIRCUMCISION) AND THE WOMEN THAT LOVE THEM!

📍 African America

🔗 intactblack.tumblr.com

Joined May 2013

TWEETS 1,100 FOLLOWING 156 FOLLOWERS 242 LIKES 50

Intact Black
@IntactBlack

Follow

Circumcision is disfiguring for every man but especially for black men because scarring and dryness is more pronounced on black skin.

3:33 AM - 27 Sep 2013

4 2 1

Intact Black
@IntactBlack

Follow

Comparison Between Natural And Circumcision-Modified Penis
intactblack.tumblr.com/post/470980666...

9:28 PM - 3 Jun 2013

4 2 1

Voluntary Medical Male Circumcision - 2013



TWEETS 59.9K FOLLOWING 2,349 FOLLOWERS 1,880 LIKES 31.7K LISTS 2

 dePeter HeindlZA
@Geopathology

Follow

Metropolitan Health: Male circumcision and HIV encourages clinicians to assess the benefits of medical male circumcision = #Health #Fraud !

6:06 PM - 25 Oct 2013

4 2 1

 dePeter HeindlZA
@Geopathology

Follow

The NATIONAL AIDS COUNCIL is #lying to the public about Circumcision

This is nothing but #Health #Fraud !!... fb.me/30dd8UaqP

10:02 AM - 28 Nov 2013

4 2 1



Overview and Insight

Voluntary Medical Male Circumcision - 2013

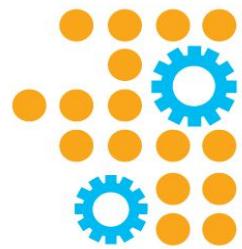
- At 24,357 posts the circumcision conversation represents 0.007% of the total, South African, online conversation in 2013.
- The most significant volume spike on the 2013 timeline was the week of the 16th of June. In this time, the community became aware of PrePex - a non-surgical, self-administered circumcision device - as it was approved by the World Health Organisation and set to pilot in Orange Farm, North West, Mpumalanga (and possibly Gauteng) by Dr Ntlotleng Mabena, of the Centre for HIV and Prevention Studies.
- The circumcision conversation had a total 52 million potential impressions in 2013.
- From the posts which have an identifiable location, Ulundi remains the top performing (per capita) and stays ahead of the national trend of Ubomba (followed by Ulundi) driving the most conversation. Among the big metros in South Africa, Johannesburg (40.81% of total conversation) performed best (up 5.03% on the overall RSA conversation).
- As was the case in 2012, proportional percentage contribution by province saw Gauteng contribute more (58.04% in the circumcision conversation vs 50.17% in the overall RSA conversation). The Western Cape was the second highest contributor (17.34% vs 24.76% in the broader RSA conversation) and is followed by KwaZulu-Natal (9.75% vs 12.84% in the overall conversation).
- The content source breakdown shows a near perfect match to the general RSA conversation. The only deviation is 1% more forum discussion and 1% less Twitter discussion - compared to the general RSA conversation.



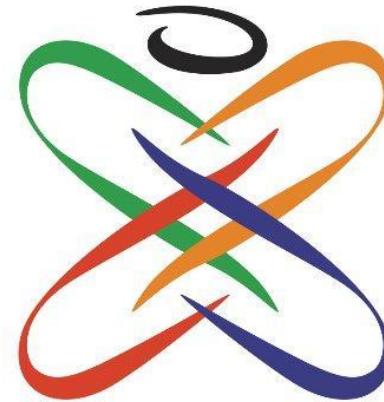
Overview and Insight

Voluntary Medical Male Circumcision - 2013

- The circumcision conversation in 2013 is driven by the over 35 year olds. Although 18's contribute 29% of the general RSA conversation, they represent only 12% of the circumcision conversation; 18 to 24 year olds contribute 8% of general RSA conversation but contributed 7% of the circumcision conversation; and 25 to 34 year old contribute 12% of general RSA conversation compared to just 9% contribution to the circumcision conversation. In contrast, in the general RSA conversation the 35+ age group contributes 51% while in the circumcision conversation is contributed they contribute 72%.
- The circumcision conversation in 2013 was driven more by men than the general RSA conversation for the same period. 48% of the general RSA data this year was contributed by women whereas only 39% of the posts in the circumcision conversation had female authors.
- Within the conversation for 2013 the largest contributor is Mystik3LA (330+) who asks a number of questions about Xhosa's cultural perceptions about circumcision and makes a number of un-equalising statements (against women) to which the community responded. As seen in 2012, Sentletse (90+) continued to engage along the same messaging lines as the previous year. A new entrant to the top engagements is climmie9 (60+) who proposed that "Venda Girls are circumcised, they have dick and Vagina" resulting in some engagement but poor evidence to correct this narrative.



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

SA Social Media: 2014



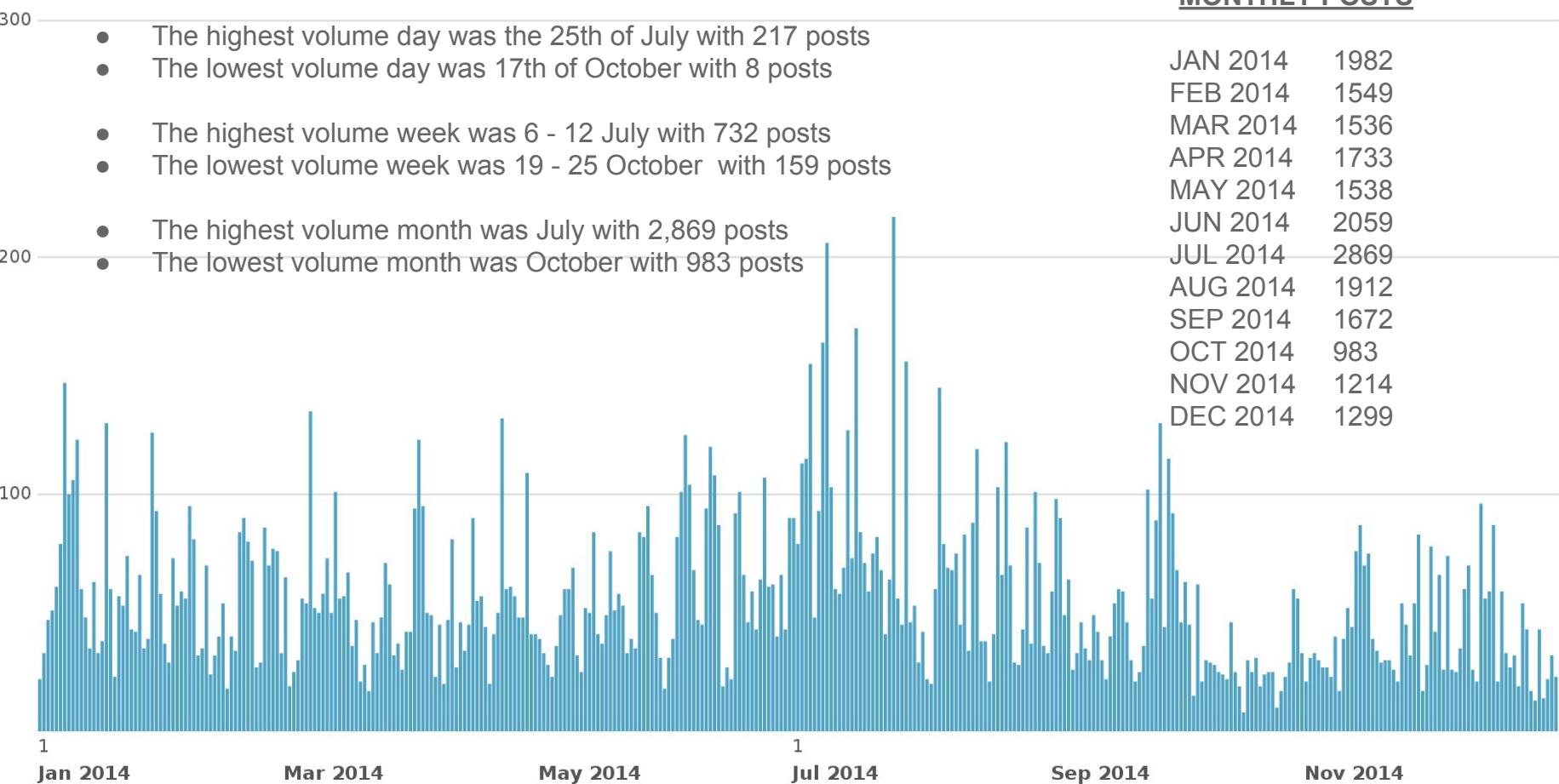
Volume Timeline

Voluntary Medical Male Circumcision - 2014

- A total of 20,346 relevant posts were identified in 2014
- The highest volume day was the 25th of July with 217 posts
- The lowest volume day was 17th of October with 8 posts
- The highest volume week was 6 - 12 July with 732 posts
- The lowest volume week was 19 - 25 October with 159 posts
- The highest volume month was July with 2,869 posts
- The lowest volume month was October with 983 posts

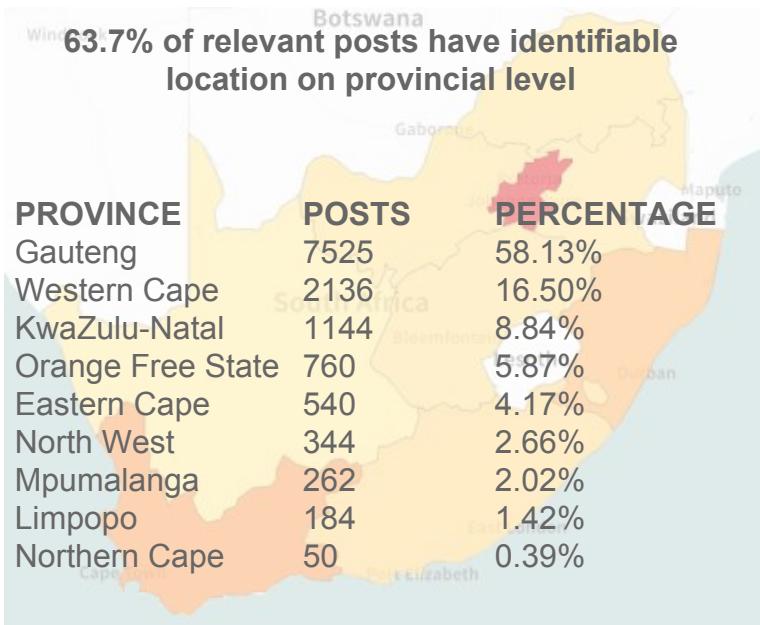
MONTHLY POSTS

JAN 2014	1982
FEB 2014	1549
MAR 2014	1536
APR 2014	1733
MAY 2014	1538
JUN 2014	2059
JUL 2014	2869
AUG 2014	1912
SEP 2014	1672
OCT 2014	983
NOV 2014	1214
DEC 2014	1299





Geography



- Of the posts with identifiable location on city level, 42.49% originated from Johannesburg.
- Cape Town (17.21%) and Pretoria (11.92%) contributed almost a third of the total conversation.
- Ulundi and Johannesburg had the highest relevant posts per capita, of any South African city, at 2409 and 1471 post per million respectively.

Voluntary Medical Male Circumcision - 2014



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	2409.29	0.42%
Johannesburg	1471.91	42.49%
Bloemfontein	1360.5	5.30%
Pretoria	1059.79	11.92%
Mmabatho	823.53	0.72%
Kuruman	799.52	0.07%
Rustenburg	759.15	1.06%
Grahamstown	677.24	0.52%
Cape Town	637.01	17.21%
Polokwane	472.63	0.87%

Content Sources



Khume Ramulifho

@nramulifho

Follow

We planned a street meeting and Dept of Health came with a truck playing loud music promoting male circumcision.
Election time!!

3:28 PM - 16 Apr 2014



Port St Johns's Facebook Wall

Deaths and mutilations are happening because unsafe circumcision practices are happening in the Eastern Cape. Please read and share this, so that our government will take...

The Verge - Reply To: Yes, female-to-female HIV transmission is entirely possible

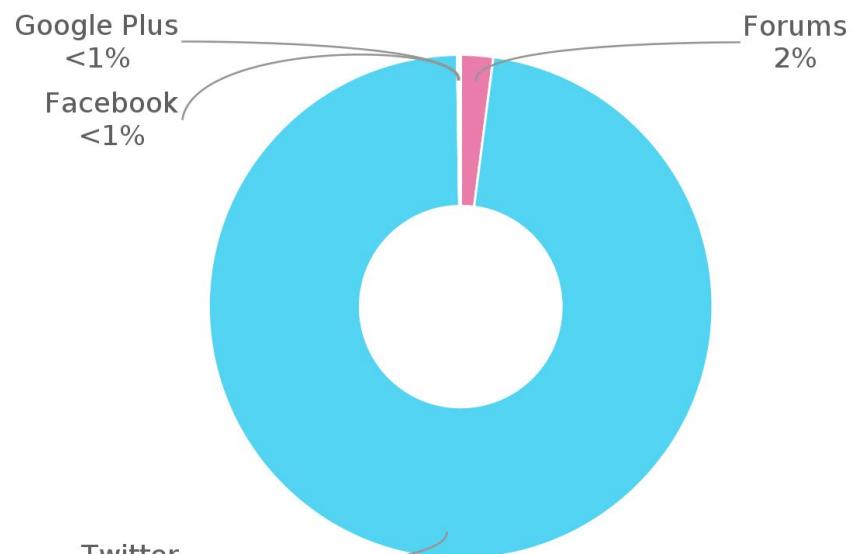
[...] in place for a woman to transfer the disease to a male... A male can transfer it easily to another woman or man... The exception is men who are not circumcised... Because the excess skin is a breeding ground contracting the virus from a woman

You can't get HIV from rubbing pumpum as you call it lol... Two women would [...]

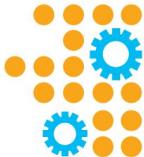
What brand of condoms do you use?

Originally Posted by cbrunsdonza You do know that circumcised men are less likely to get an STD. Which I'm not, but regardless, that's besides the point. Unprotected sex with relatively new partners or unprotected casual sex is just generally [...]

Voluntary Medical Male Circumcision - 2014

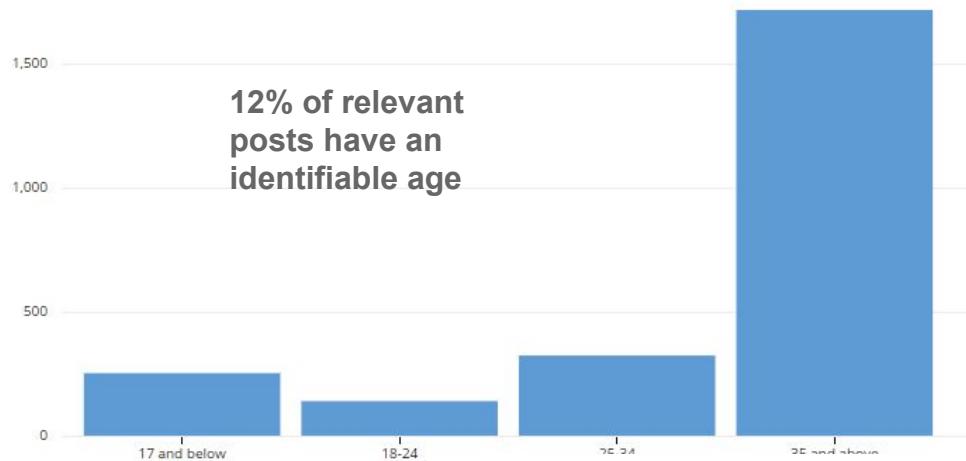


- Google Plus received 28 contributions from 24 days of the year.
- The peak Facebook posts per day during 2012 was 2 per day - with only 17 days out of the rest of the year receiving one post per day.
- Forums received the highest number of contributions (63) on the 11th of June.
- The day with the highest number of Twitter contributions was the 25th of July with 214 tweets.



Demographics

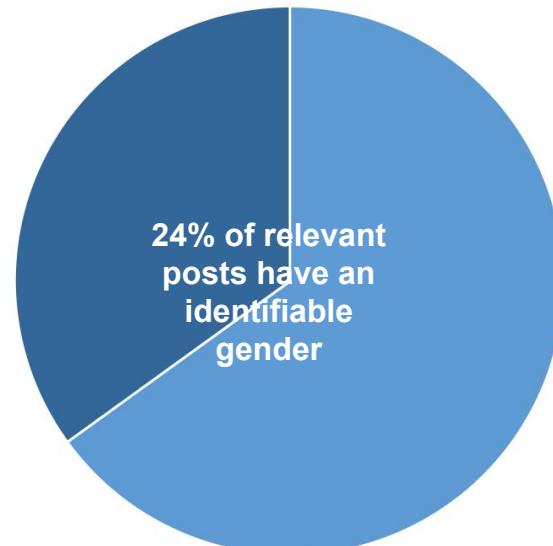
Voluntary Medical Male Circumcision - 2014



12% of relevant posts have an identifiable age

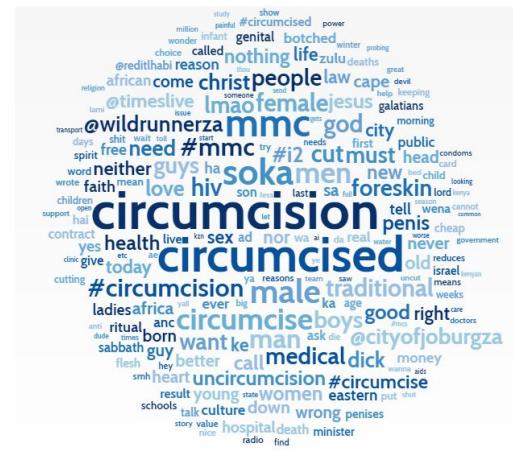
Of the relevant posts with where the age of the author can be determined:

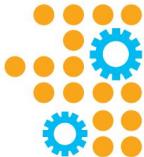
- 10% were 17 and under
 - 6% were between 18 and 24
 - 13% were between 25 and 25
 - 71% were 35 and above



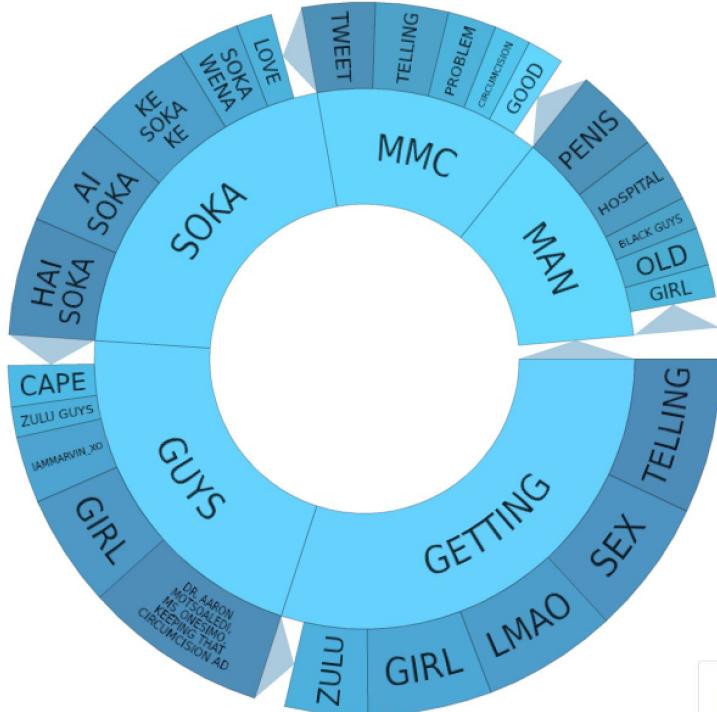
24% of relevant posts have an identifiable gender

Male
65%





Topic Trends



Vanilla SoBae
@justinnross

U need to wait 6 weeks for the stitches to heal boss #MMC
RT@exothermia: Girls born in 1996 are ripe mos?"
2:12 PM - 14 Apr 2014

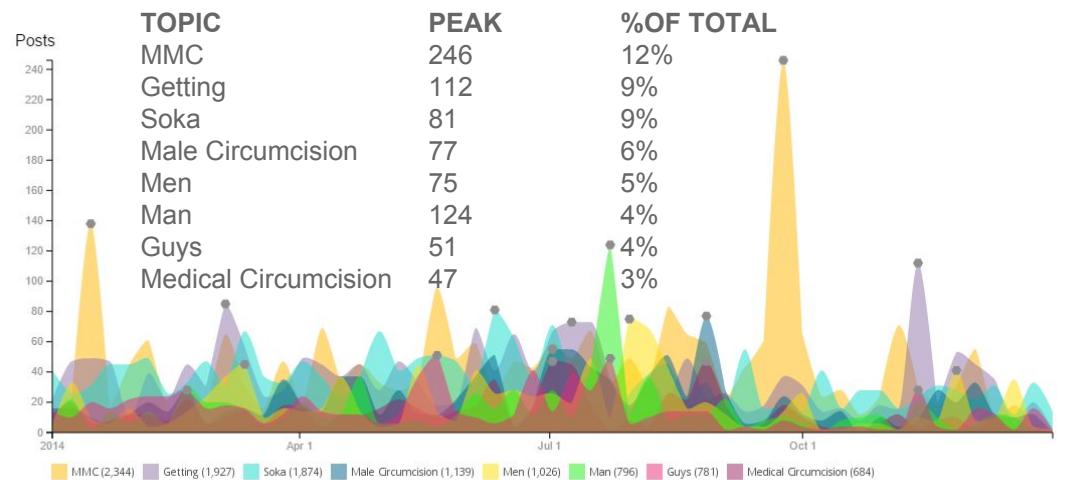


Xhosa concept of boy-man originates from initiation, which is why circumcision is so vital not only to Xhosa men psyche but to women as well.

— Mduduzi Dlamini (@Quibbie_) Sep 24, 2014

Voluntary Medical Male Circumcision - 2014

TOPIC WAVE TRENDS



Uncle Vuli
@MrVuli

[Follow](#)

These peeps be encouraging other nighas to get circumcised, well that's cos its MEDICAL circumcision, not the real deal.

4:03 PM - 14 Mar 2014



Fetch
@Odile_Mo

[Follow](#)

I am seeing men of various ages (young teens to 40-50 yo adults) in line waiting to be circumcised.

11:46 AM - 24 Jun 2014



catfish
@sick_fruits

[Follow](#)

It heals also RT @LEFTY_moriski: Male? RT @Eem_DoubleU: Circumcision in summer?

5:27 PM - 20 Feb 2014



Sindisiwe
@sindivanzyl

[Follow](#)

He also feels that if we are going to promote medical male circumcision then we should promote clitoridectomy...

9:00 AM - 7 Aug 2014



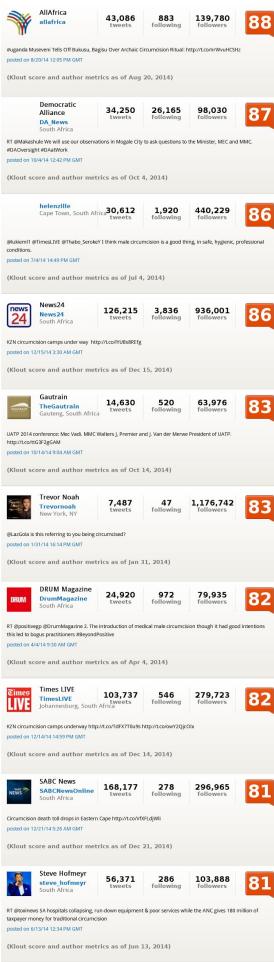
MOST PROLIFIC



Most Prolific non-organisation accounts were:

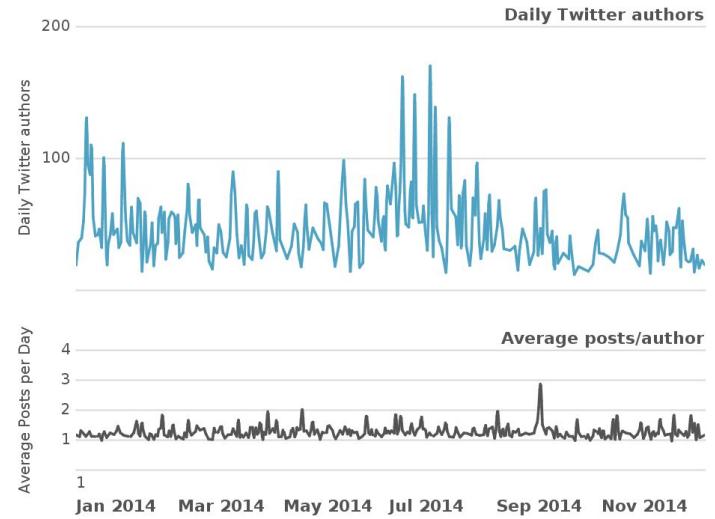
- @BobSee123
- @AntiMatterGuy - account closed
- @Maqala - changed to @KHOHTATSOleFLEX
- @Quibbie

MOST INFLUENTIAL



Voluntary Medical Male Circumcision - 2014

DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Helen Zille
Trevor Noah
Steve Hofmeyr

@helenzille
@Trevornoah
@steve_hofmeyr



Authors - Low Influencer Score

MOST PROLIFIC

@BobSee123	116	
@AntiMatterGuy	107	
@Chaps_SA	92	
@MaleCirc	56	
@MasasiekusmallH	51	
@IntactBlack	47	
@twieterazzi	39	
@BrothersSA	38	
@righttocaresa	37	
@hermanbok	36	



TWEETS
406 FOLLOWING
293 FOLLOWERS
278

CHAPS

@Chaps_SA

The Centre for HIV and AIDS Prevention Studies (CHAPS) is a South African NGO specializing in Voluntary Medical Male Circumcision services

📍 Johannesburg, South Africa

🔗 chaps.org.za

📅 Joined October 2011

chaps
@Chaps_SA

[Follow](#)

Exciting news from Orange Farm: Women with circumcised partners are less likely to have HIV! Read more.
aidsmap.com/page/2835950
 10:22 AM - 20 Mar 2014



Women with circumcised partners less...
 A study from Orange Farm near Johannesburg in South Africa, the area that hosted the first-ever randomised controlled
aidsmap.com

Voluntary Medical Male Circumcision - 2014



TWEETS
10.4K FOLLOWING
362 FOLLOWERS
223 LIKES
9,496 LISTS
3

Bob
@BobSee123

[Follow](#)

@KrazyKidsnMum when more babies die from circumcision than the amount of adults actually needing circumcision, risk ratio is incomparable.

3:52 PM - 10 Aug 2014

↪ ⚡ ❤️ ⓘ

Bob
@BobSee123

[Follow](#)

Everything is vague to a degree you do not realize till you have tried to make it precise. - Bertrand Russell

📍 Johannesburg, South Africa

📅 Joined September 2012

TWEETS
108K FOLLOWING
740 FOLLOWERS
1,642 LIKES
689

Mashomane 'a Dipheta
@twieterazzi

[Follow](#)

@MyANC_ except the honourable minister prioritised circumcision over condoms. Whoever has a tender 4 free medical circumcision is boss

10:00 AM - 7 Apr 2014

↪ ⚡ ❤️ ⓘ

Mashomane 'a Dipheta
@twieterazzi

[Follow](#)

@peterndoro @MorningLiveSABC you should ask minister why he's being reckless with words on his circumcision campaign. #Reduced-HIV-chances

8:16 PM - 12 Mar 2014

↪ ⚡ ❤️ ⓘ



Overview and Insight

Voluntary Medical Male Circumcision - 2014

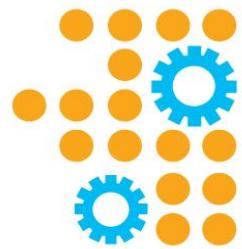
- At 20,346 posts the circumcision conversation represents 0.0068% of the total, South African, online conversation in 2014.
- The most significant volume spike on the 2014 timeline was the weeks of the 29th June to 13th of July as a result of a general increase in individuals reporting to be going to get circumcised. This trend slowly tapers off until the end of August. When conversation again spiked but in relation to a WITS panel discussion on Male Medical Circumcision (with a strong focus on live streaming and some engagement through social media).
- The circumcision conversation had a total 78 million potential impressions in 2014.
- From the posts which have an identifiable location, the most significant change is Cape Town moving from 3rd highest contribution (after Ulundi and Johannesburg) to the 9th position - a trend that was not reflected in the overall RSA conversation.
- Proportional percentage contribution by province was broadly in line with that of the general RSA conversation with the bias towards Gauteng contribution (vs general RSA conversation).
- In 2014, the content source breakdown between the circumcision and conversation and the broader RSA conversation are, again, a near match with slightly more Forum discussion and slightly less Twitter discussion - although the difference is becoming less pronounced.



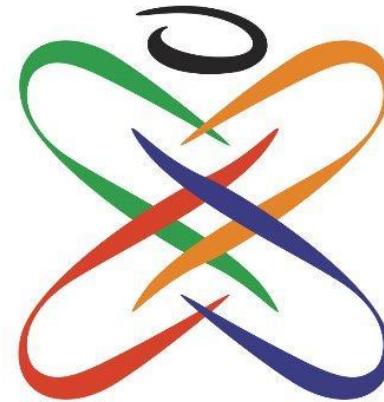
Overview and Insight

Voluntary Medical Male Circumcision - 2014

- In 2014, the largest contributing age group to the circumcision conversation remained 35+ age group at 71%. The largest discrepancy between contribution remains among the 17 and younger category at 10% vs 23% of the general RSA conversation.
- The circumcision conversation in 2014 remains driven by men contributing 65% to the circumcision conversation (compared to 54% male contribution to the broader RSA conversation).
- 2014 sees a SDIE_SAYS_ (80+) provide the most engagement with an individual. The majority of this discussion focused around a single share “the devil is not circumcised” and subsequent engagement with the community. This is followed by Sir_Tyee (80+), Riproh (70+), MrWorldWide (60+) - all pro-circumcision. Furthermore, RediThabi (60) presented both a pro-circumcision and pro-Voluntary Medical Male Circumcision.



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

SA Social Media: 2015

Volume Timeline

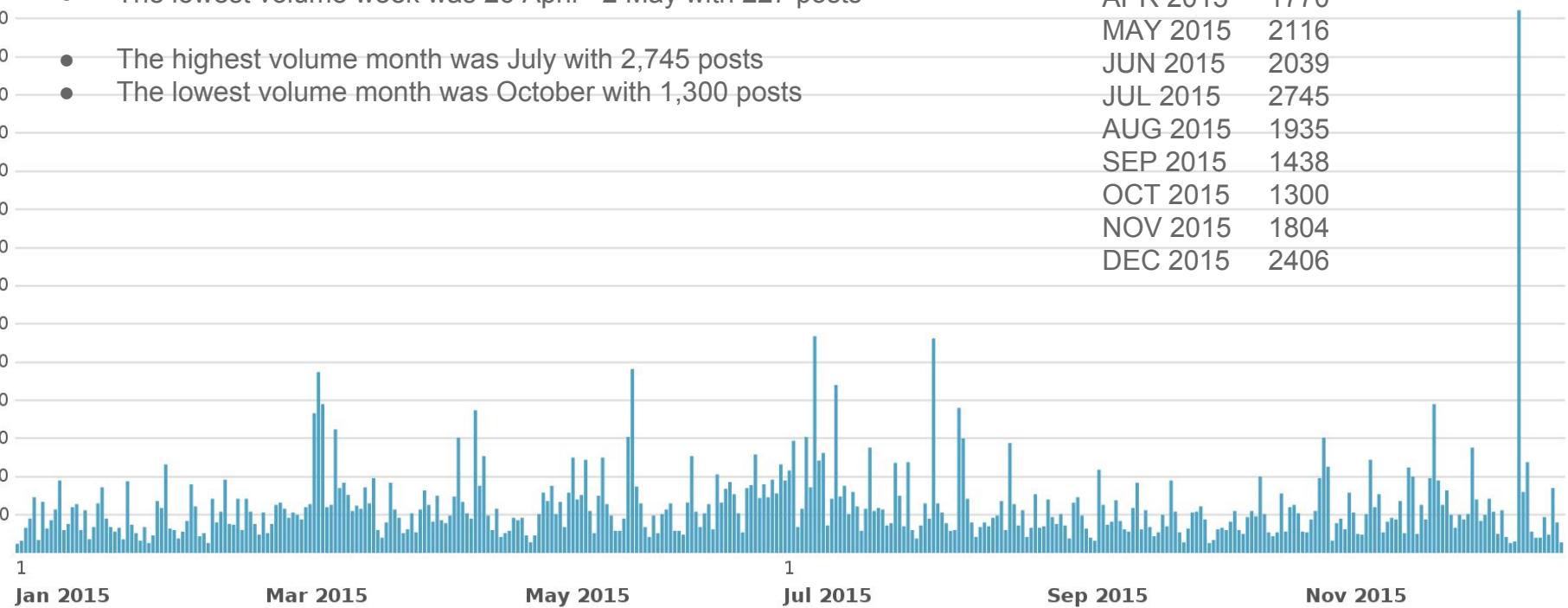


Voluntary Medical Male Circumcision - 2015

- A total of 22,592 relevant posts were identified in 2015
- The highest volume day was the 21st of December with 711 posts
- The lowest volume day was 1st of January with 12 posts
- The highest volume week was 20 - 26 December with 993 posts
- The lowest volume week was 26 April - 2 May with 227 posts
- The highest volume month was July with 2,745 posts
- The lowest volume month was October with 1,300 posts

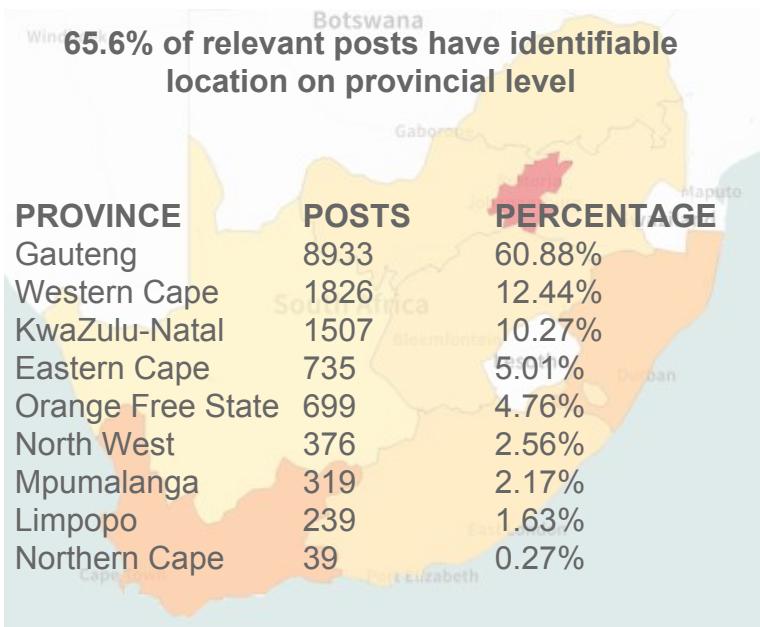
MONTHLY POSTS

JAN 2015	1336
FEB 2015	1319
MAR 2015	2384
APR 2015	1770
MAY 2015	2116
JUN 2015	2039
JUL 2015	2745
AUG 2015	1935
SEP 2015	1438
OCT 2015	1300
NOV 2015	1804
DEC 2015	2406





Geography



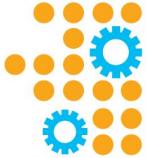
- Of the posts with identifiable location on city level, 42.87% originated from Johannesburg.
- Pretoria (14.93%) was the only other city that contributed over 5% of the total conversation..
- Ulundi and Johannesburg had the highest relevant posts per capita, of any South African city, at 2,698 and 1,640 post per million respectively.

Voluntary Medical Male Circumcision - 2015



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	2698.41	0.43%
Johannesburg	1640.17	42.87%
Pretoria	1466.37	14.93%
Bloemfontein	1267.64	4.47%
Mmabatho	900.14	0.72%
Rustenburg	771.2	0.97%
Volksrust	737.7	0.24%
Grahamstown	710.01	0.49%
Polokwane	708.95	1.19%
Middelburg	581.75	0.68%

Content Sources



LavaWaseBhayi
@Just_Lava

I wish Zulu's had passion for getting Circumcised like they have for attacking foreigners #NoToXenophobia

7:06 PM - 15 Apr 2015

Follow

Google Plus
1%
Facebook
<1%

THURSDAY, DECEMBER 03, 2015

City of Cape Town to ensure safe initiation summer season

Simamkele Vakaza
03 December 2015

The City of Cape Town's Health Directorate is on hand to help ensure a safe initiation season for both traditional initiation schools and the young men performing their cultural rite of passage this summer.

Twitter
97%

12-04-2015 08:38 PM

cavedog o

Super Grandmaster

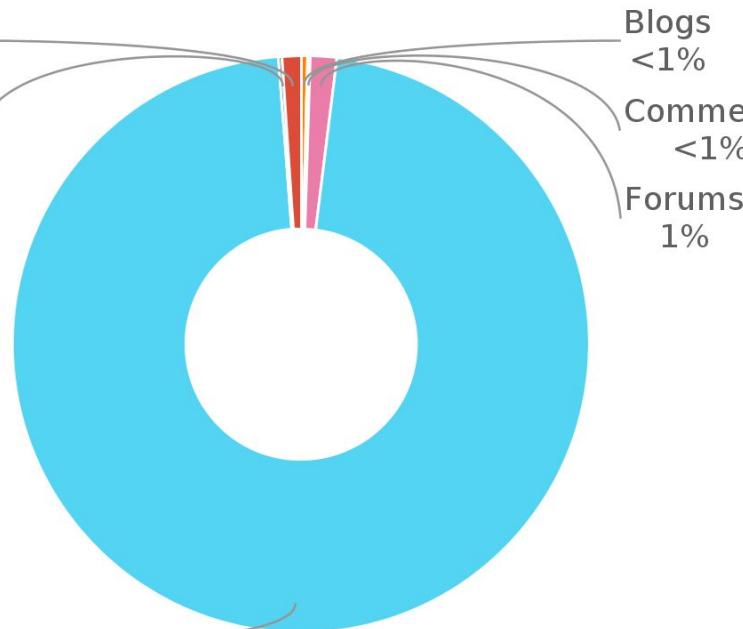


Join Date: Oct 2007
Location: Richards Bay
Posts: 8,259

I think the ad is more aimed at HIV and unplanned pregnancy that said though I still don't think that justifies using these words and I quote them.
"All men MUST practice safe sex by using condoms and getting circumcised"
No that is not true and they are misleading the public. What if a guy that is not so clued up goes and gets circumcised then goes and have sex and contract HIV and make a girl pregnant? Opens the KZN department of health for a law suit and misleading some one to get a irreversible surgery.

Reply With Quote

Voluntary Medical Male Circumcision - 2015



- Blog posts produced a small number of contributions with the largest day being 3 mentions.
- The day with the highest number of Forum posts was the 14th of September with 18 contributions.
- The day with the highest number of Comments was the 13th of October with 4 comments.
- The peak Facebook posts per day during 2012 was 3 per day - with only 2 days reaching this peak. 333 days had zero Facebook posts.
- The day with the highest number of Twitter contributions was the 21st of December, with 709 tweets.

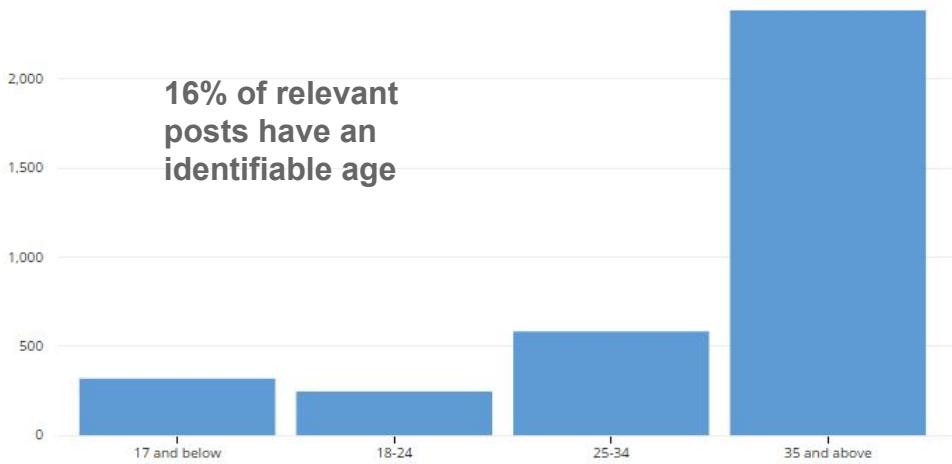
702
April 10, 2015 ·

What do you think of the Brothers For Life ad of ladies chatting about their partners' circumcisions in a hair salon? Hear what the team thinks on this week's #AdFeature as Sizakele and Jacob welcome guest brand analyst Sylvester Chauke.



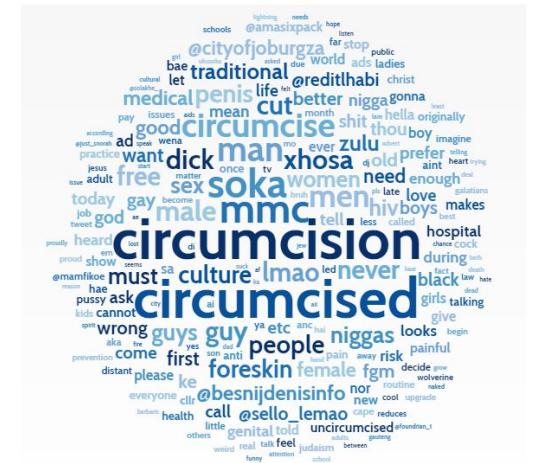
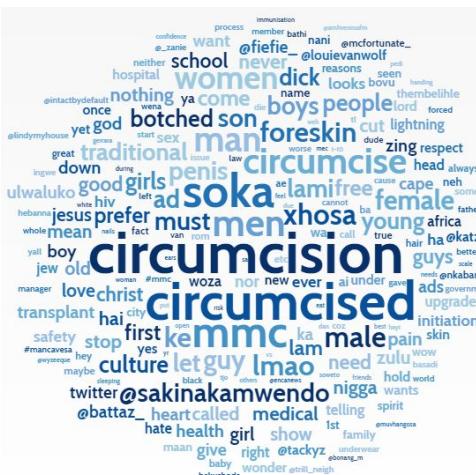
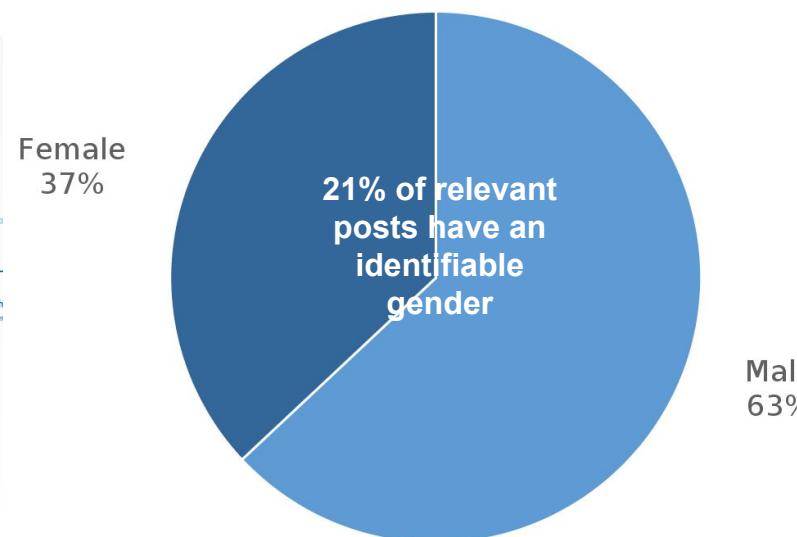
Demographics

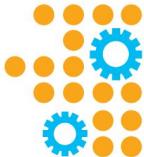
Voluntary Medical Male Circumcision - 2015



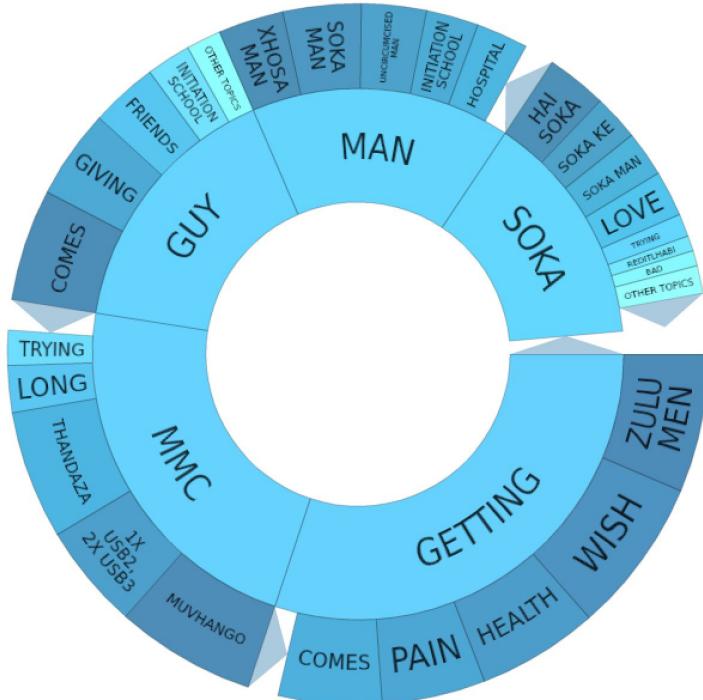
Of the relevant posts with where the age of the author can be determined:

- 9% were 17 and under
- 7% were between 18 and 24
- 17% were between 25 and 25
- 68% were 35 and above





Topic Trends



 **Sphezile M**
@ShakaDhlomo

[Follow](#)

I didn't get circumcised because King Zwelithini recommend it, I did it because of what the department of health said.

9:46 AM - 15 Dec 2015



 **((Jon Berger))**
@Jon_M_Berger

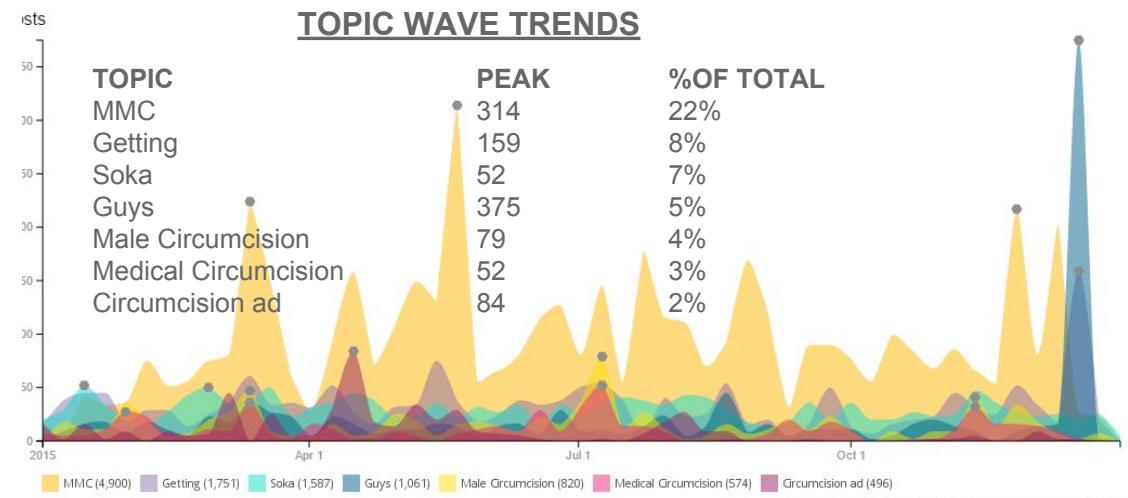
[Follow](#)

Yet again @BDliveSA gives Neels Blom space to spew nonsense on medical male circumcision.

2:47 PM - 6 Jul 2015



Voluntary Medical Male Circumcision - 2015



 **AOSIS**
 @_AOSIS

[Follow](#)

We need to enhance accessibility to information for rural #Zulu women on medical male #circumcision. ow.ly/LzIpW
2:01 PM - 14 Apr 2015



 **Simnikiwe**
 @_oBoitshepo

[Follow](#)

Those male circumcision ads are actually a problem. They shouldn't be on TV.
9:32 PM - 6 Mar 2015



 **EuropaChampion2017**
 @Lungisa35

[Follow](#)

It is not only with Circumcision that we had differed with other societies - On what Western Societies consider as "Medical Procedures"

4:00 PM - 9 Jul 2015



 **buttercup**
 @_oBoitshepo

[Follow](#)

When you see that guy you like maar ha o soka wa buwa le yena 😞😞😞😞

4:26 PM - 31 Aug 2015



MOST PROLIFIC



@BobSee123 & @AntiMatterGuy were again the top two most prolific, non-organisation accounts in 2015.

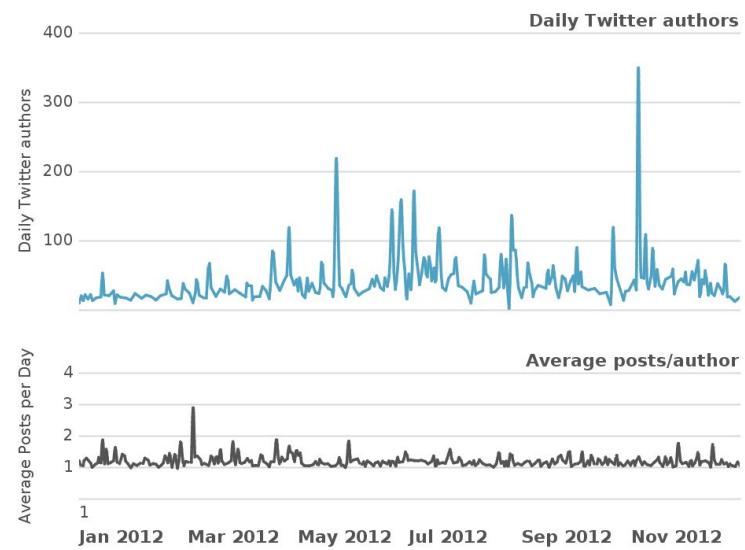
@lupinion is also in the top 5 with a pro circumcision stance.

MOST INFLUENTIAL



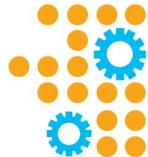
Voluntary Medical Male Circumcision - 2015

DAILY AUTHORS & POSTS PER AUTHOR



The human contributor with the highest General Influencer Score is:

Rich Simmonds @RichSimmondsZA



Authors - Low Influencer Score

MOST PROLIFIC



Brothers For Life

@BrothersSA

Brothers For Life is a campaign promoting the values of being a responsible man. #BrothersSA

South Africa

brothersforlife.org.za

Joined March 2010

TWEETS 1,678 FOLLOWING 273 FOLLOWERS 2,090 LIKES 470

 Brothers For Life
@BrothersSA

[Follow](#)

40 men&boys were circumcised today at Turtun clinic,Emzumbe, KwaZulu-Natal.Not only did they upgrade-they also tested for HIV. @DickyD098

9:51 PM - 30 Sep 2015 · Pretoria, South Africa



 Brothers For Life
@BrothersSA

[Follow](#)

49 310 men and boys found their nearest medical male circumcision clinic via *120*662#

11:30 AM - 2 Sep 2015 · Pretoria, South Africa



Voluntary Medical Male Circumcision - 2015



Tebogo Crazyvandal®

@Tebzawalevandal
am just a vandal
📍 reitz,freestate,south africa
🔗 facebook.com/mofokeng.tebogo
📅 Joined September 2009

TWEETS 49.2K FOLLOWING 142 FOLLOWERS 745 LIKES 169

 Tebogo Crazyvandal®
@Tebzawalevandal

[Follow](#)

Say No to Circumcision
4:25 PM - 29 Jul 2015



 Tebogo Crazyvandal®
@Tebzawalevandal

[Follow](#)

who said being circumcised would make one to be a real man? Ag mah! Nha i will die with my foreskin,it plays a...
fb.me/7pnqdgv0r
5:46 PM - 1 Jul 2015



Zero2Hero Devotional

@Zero2HeroDD
This daily devotional by Tim Omotoso will help u complete the Bible in a year. Each day has a message, prayer point & word of wisdom that would edify you.
📍 South Africa, Africa
🔗 timomotoso.org
📅 Joined June 2013

TWEETS 91.5K FOLLOWING 3,193 FOLLOWERS 12.2K LIKES 3,467

 Zero2Hero Devotional
@Zero2HeroDD

[Follow](#)

Jeremiah 9:25

.. Unless you circumcise your hearts by loving me, your circumcision is only a heathen rite like theirs, and nothing more.

6:13 PM - 26 Oct 2015



 Zero2Hero Devotional
@Zero2HeroDD

[Follow](#)

Genesis 17:13

All must be circumcised. Your bodies will thus be marked as participants in my everlasting covenant.

8:22 PM - 6 Jan 2015

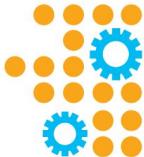




Overview and Insight

Voluntary Medical Male Circumcision - 2015

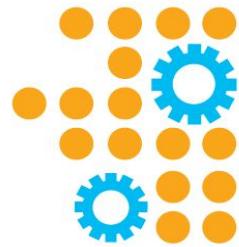
- At 22,592 posts the circumcision conversation represents 0.0079% of the total, South African, online conversation in 2015.
- The most significant volume spike on the 2015 timeline was the week of the 20th of December. This followed substantial growth in the #AskAMan hashtag. This was largely the result of two main #askAMan comment ("guys are getting dumped because they aren't circumcised outchea :(" and MetroFM DJ sharing "Guys, it's important to circumcise at least once every year") which received broad engagement and resharing on social media (largely missing the jest (?) in the second tweet).
- The circumcision conversation had a total 201 million potential impressions in 2015.
- From the posts which have an identifiable location, 2015 the order remains much the same as 2012 and 2013 but with the Western Cape continuing to fall in terms of its contribution to the total conversation (now at 12th most posts per capita)
- Proportional percentage contribution by province was in line with that of the general RSA conversation with the only major outlier being the continuation of more Gauteng conversation and less Western Cape conversation when compared to the general RSA conversation.
- The content source breakdown for the circumcision conversation, compared to the general RSA conversation, sees less than 1% contribution from any source other than Twitter (which holds 97% of the total public conversation in South Africa for this topic).



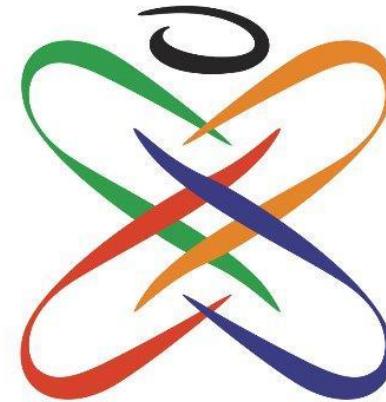
Overview and Insight

Voluntary Medical Male Circumcision - 2015

- The circumcision conversation in 2015 remains much the same as 2014 with the 35+ age group contributing 68%, down from 71% the previous year and 11% more than the general RSA conversation. Interestingly, there is an overall increase in the 25-34 age group to 17% - much closer to the 19% in the general RSA conversation.
- The circumcision conversation in 2015 was driven more by men than the general RSA conversation for the same period. 45% of the general RSA data this year was contributed by women whereas only 37% of the posts in the circumcision conversation had female authors - up from 35% the previous year.
- 2015 is lead by a mis-informed comment by Naked DJ (240+) who noted that individuals should get circumcised at least once a year. While the error in the messaging was noticed by the community, little was done to explain the circumcision concept and rather, the community tended to make fun of Naked DJ at his expense. Following this was Lupinion (120) who shared a number of others messaging - amplifying their communication. This is followed by just_snorah (60) who is pro-circumcision but makes it clear that it is for men only.



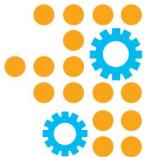
CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

SA Social Media: 2016



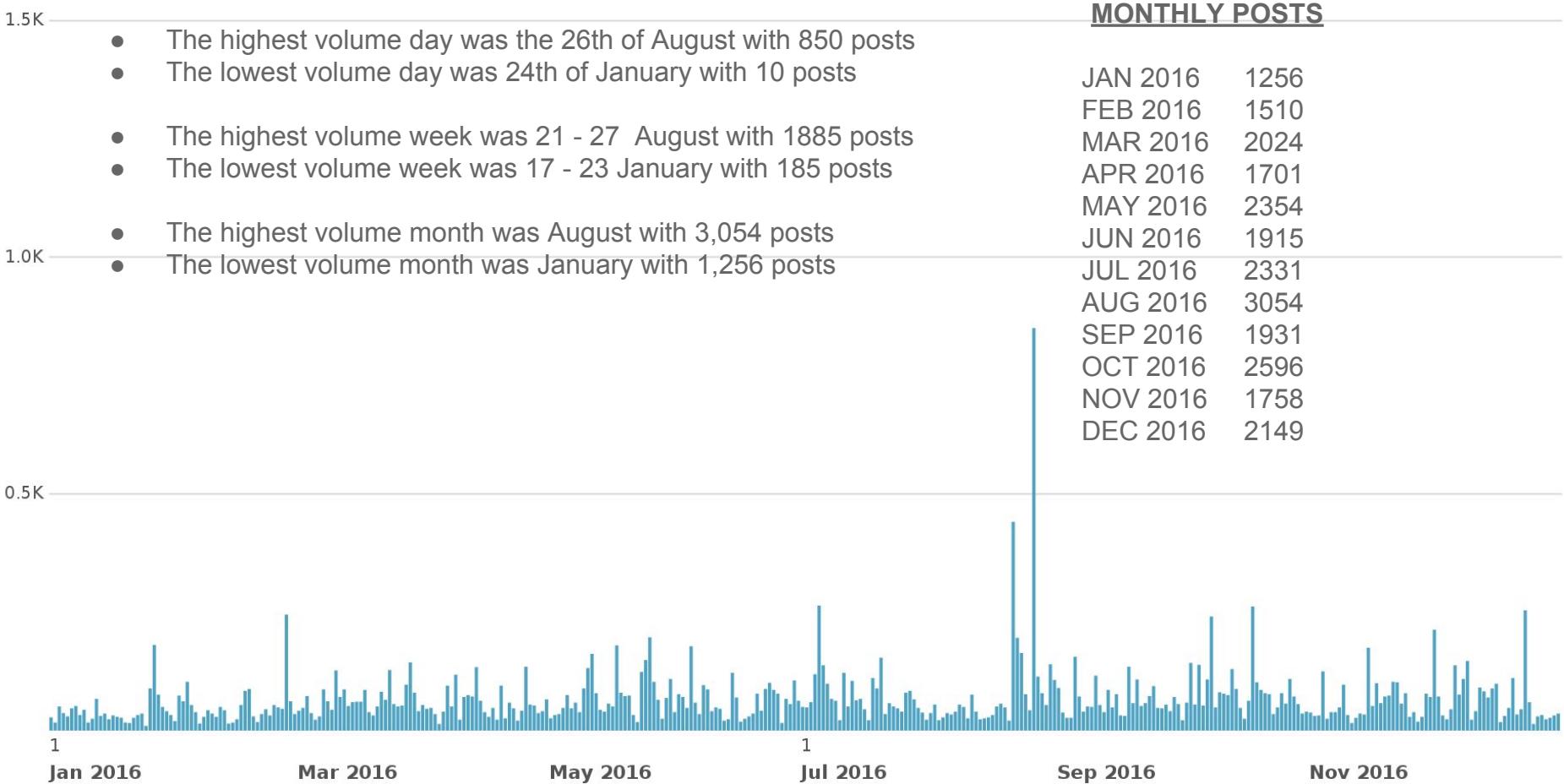
Volume Timeline

Voluntary Medical Male Circumcision - 2016

- A total of 24,579 relevant posts were identified in 2016
- The highest volume day was the 26th of August with 850 posts
- The lowest volume day was 24th of January with 10 posts
- The highest volume week was 21 - 27 August with 1885 posts
- The lowest volume week was 17 - 23 January with 185 posts
- The highest volume month was August with 3,054 posts
- The lowest volume month was January with 1,256 posts

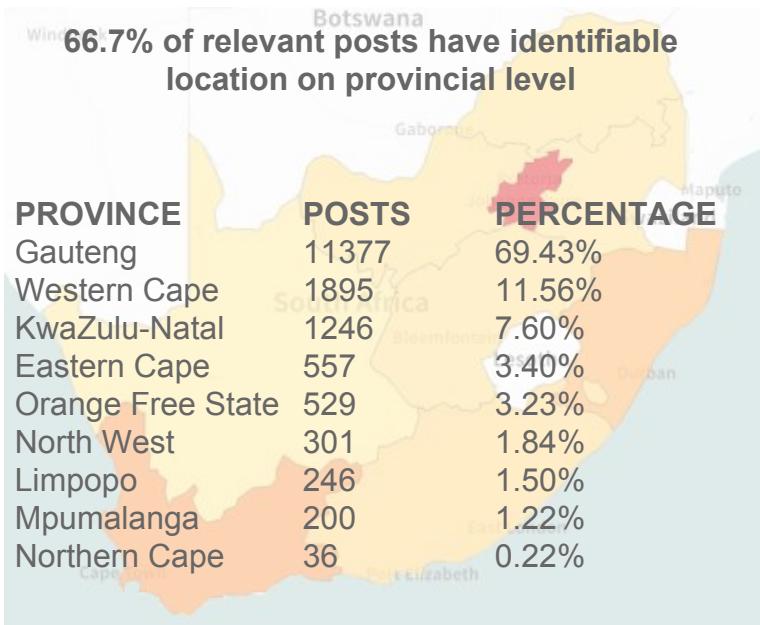
MONTHLY POSTS

JAN 2016	1256
FEB 2016	1510
MAR 2016	2024
APR 2016	1701
MAY 2016	2354
JUN 2016	1915
JUL 2016	2331
AUG 2016	3054
SEP 2016	1931
OCT 2016	2596
NOV 2016	1758
DEC 2016	2149





Geography



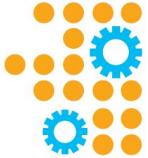
- Of the posts with identifiable location on city level, 52.71% originated from Johannesburg.
- Pretoria (15.45%) and Cape Town (11.59%) combined contributed over 25% of the conversation.
- Johannesburg (2234/million) and Pretoria (1680/million) had the highest relevant posts per capita. Although only contributing 0.15% of volume, Swellendam has the third highest posts per capita for 2016.

Voluntary Medical Male Circumcision - 2016



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	2234.06	52.71%
Pretoria	1680.87	15.45%
Swellendam	1608.89	0.15%
Mmabatho	1015.05	0.73%
Bloemfontein	917.8	2.92%
Polokwane	604.42	0.91%
Rustenburg	566.35	0.65%
Grahamstown	557.08	0.35%
Cape Town	525.04	11.59%
Kuruman	399.76	0.03%

Content Sources



Voluntary Medical Male Circumcision - 2016

Google Plus

<1%

Facebook

<1%

Blogs

<1%

Comments

<1%

Forums

3%

4 TRADITIONAL SURGEONS ARRESTED AFTER 2 CIRCUMCISION DEATHS

Two boys died while undergoing the rite of passage in Mthatha and Libode this week.

Re: 'Deaths of 18 boys in initiation schools unnecessary and regrettable'

Definitely State approved murder. No one has ever been held liable for the deaths caused by botched circumcision. In the name of stupid primitive culture.

[Read post on ewn.co.za](#)

Twitter

96%

Chiefs call for halt to winter rite

[...] season to be shelved following warnings it will one of the coldest winters in the history. These teens from the Xhosa tribe wear traditional garb and paint after their coming-of-age circumcision ceremony near Qunu, South Africa. Picture: FILE The house's deputy chairman, Chief Sipho Mahlangu, who is also the national chairman of initiation, said the cold weather would impact negatively on [...] related to dehydration." The call to postpone the season comes as the Eastern Cape government in partnership with traditional leaders are hard at work preparing a strategy to prevent more circumcision deaths. At least 40000 boys are expected to undergo the rite of passage into manhood. Twenty-nine initiates died during the same period last year. Although the Eastern Cape has taken [...]

[Read post on dispatchlive.co.za](#)

MadeInAfrica
@MiAfrica2017

[Follow](#)

Going for circumcision has nothing to do with someone else to validate anything about your life, it just a life choice

6:08 AM - 2 Mar 2016

[Read post on dispatchlive.co.za](#)

Suki
@Dus_Tee_

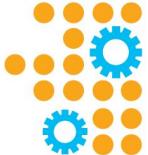
[Follow](#)

Problem with uncircumcised niggas is that they don't wanna be told "Go circumcise your penis please"
11:39 AM - 3 Oct 2016

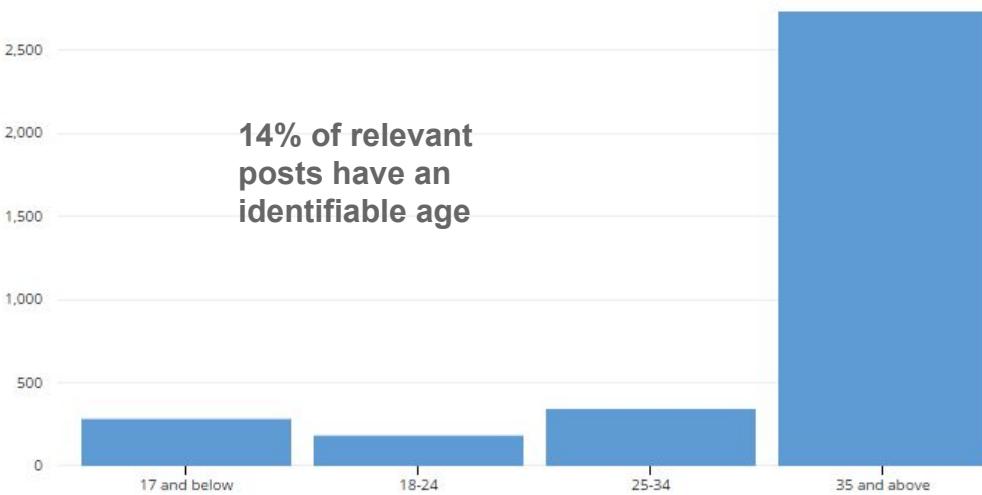
[Read post on dispatchlive.co.za](#)

- Blogs contributed 53 mentions - with the highest individual day receiving only 2 mentions.
- The peak Facebook posts per day during 2012 was 3 per day - which occurred on the 15th of September
- The day with the highest number of Forum posts was the 12th of August with 48 mentions.
- Twitter received the highest number of relevant tweets on the 26th of August

Demographics

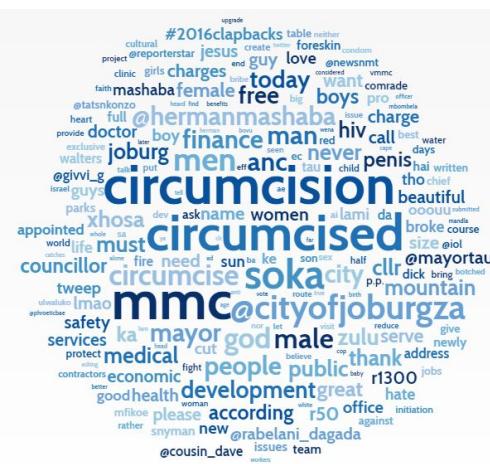


Voluntary Medical Male Circumcision - 2016

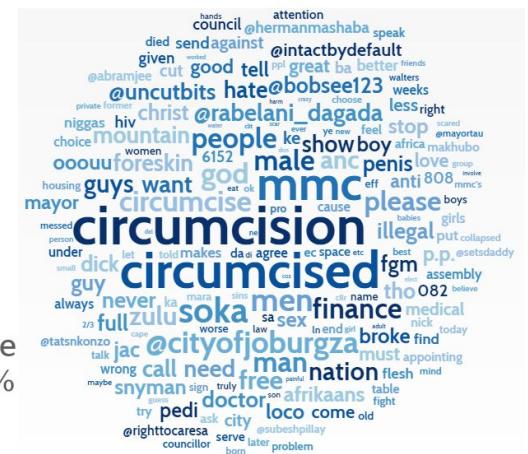
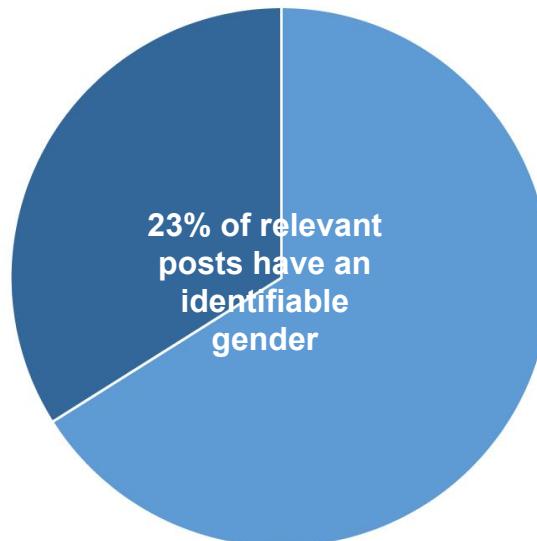


Of the relevant posts with where the age of the author can be determined:

- 8% were 17 and under
- 5% were between 18 and 24
- 10% were between 25 and 25
- 77% were 35 and above



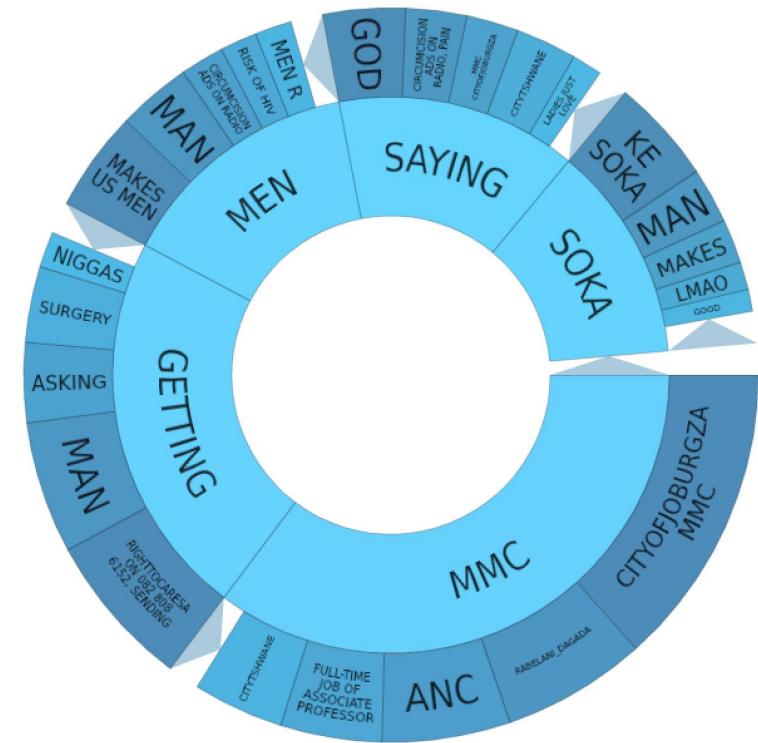
Female
34%



Male
66%



Topic Trends



MM Ministries
@MarediMorema

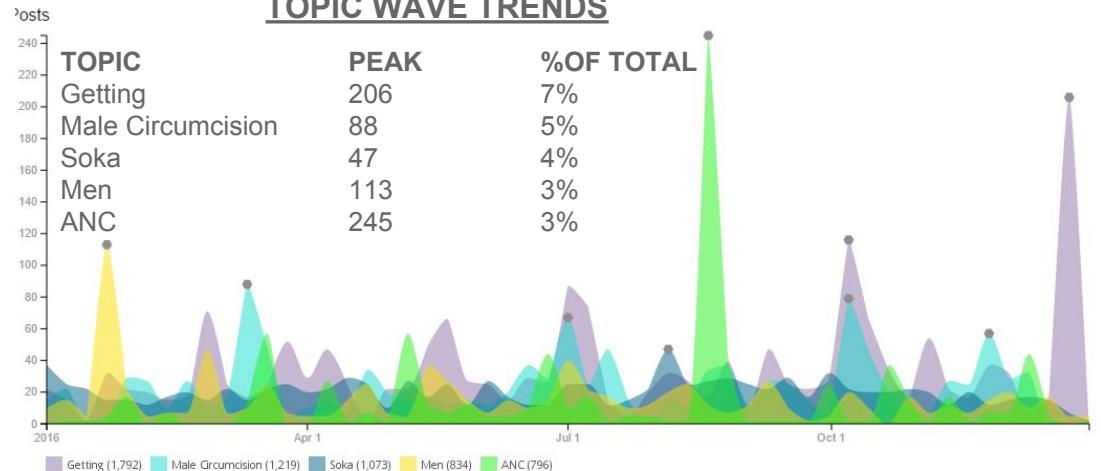
[Follow](#)

I love this get upgrade down there advert....I wish all men could just get circumcised and protect their loved.
#healthylifestyle
7:28 AM - 12 Feb 2016



Voluntary Medical Male Circumcision - 2016

TOPIC WAVE TRENDS



Richmond Sajini
@richmondsajini

[Follow](#)

The official hashtag for loveLife's social media campaign for voluntary male circumcision is **#SusaDaiDeng** 😱😱
8:07 PM - 22 Mar 2016



18



2



Robert James Hickson
@PositivelyNot

[Follow](#)

ANC Govt pushes policies to regulate deadly tribal initiation circumcision schools goo.gl/GWkjxF #BlaBlaBla
#EveryYearTheSameCrap
5:55 PM - 11 May 2016



2



1



CIRCUMCISE
ALWAYS USE A CONDOM

Siyayingqoba
@siyayingqoba

[Follow](#)

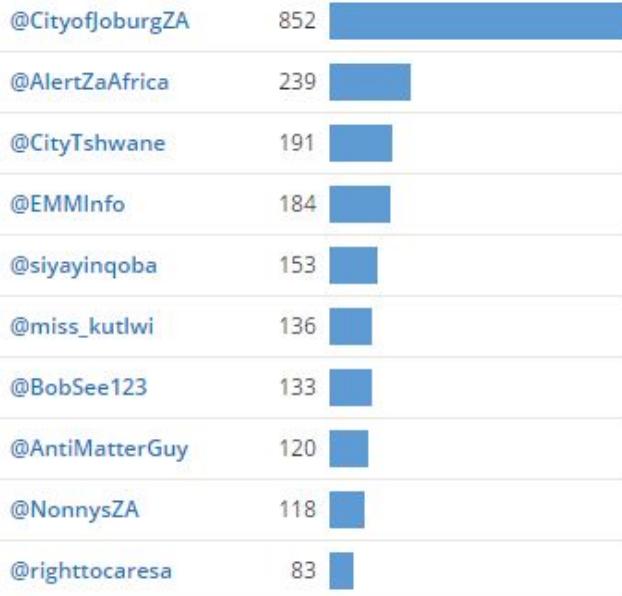
#MMC #TrueOrFalse #Circumcise #SOKA #condomise
1:00 PM - 22 Sep 2016



1

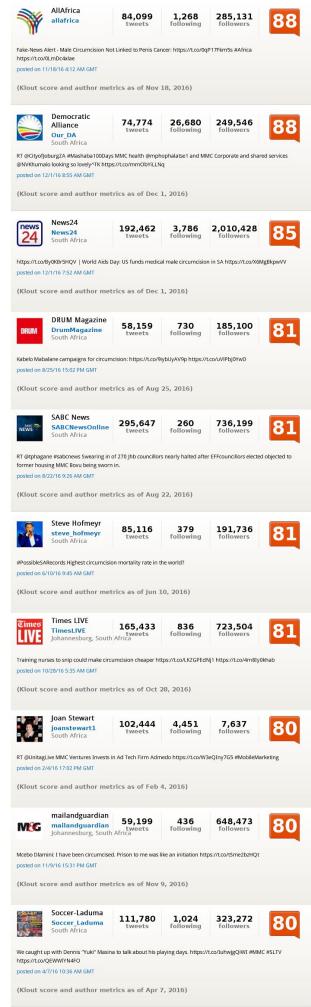


MOST PROLIFIC



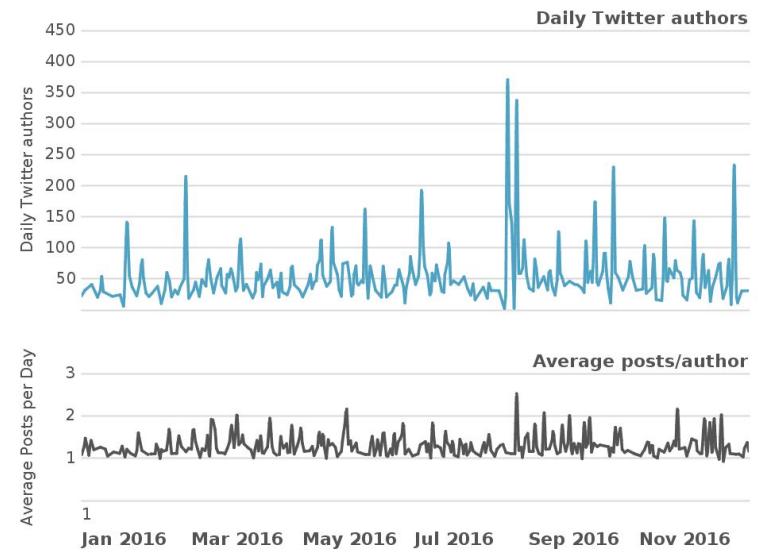
@BobSee123 and @AntiMatterGuy are once again the only human contributors in the top 10 most prolific list for 2016.

MOST INFLUENTIAL



Voluntary Medical Male Circumcision - 2016

DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

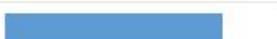
Steve Hofmeyr
Joan Stewart

@steve_hofmeyr
@joanstewart1



Authors - Low Influencer Score

MOST PROLIFIC

@siyayinqoba	153	
@miss_kutlw	136	
@BobSee123	133	
@AntiMatterGuy	120	
@righttocaresa	83	
@Nazarloonat	58	
@PairsonnalitesU	55	
@db_moloisane	55	
@MaMfikoe	50	
@snippedRSA	50	



Protect Yourself
Protect Others

Siyayinqoba

@siyayinqoba

Siyayinqoba, a trusted brand by Community Media Trust provides information about HIV & health in SA. The information is not intended to replace medical advice.

📍 Cape Town, South Africa

🔗 siyayinqoba.co.za/vmmc-read-more

Joined April 2009

TWEETS 2,027 FOLLOWING 925 FOLLOWERS 1,257 LIKES 27

 Siyayinqoba
@siyayinqoba



FACT: Circumcision is a choice and should be voluntary.
10:30 AM - 18 Aug 2016

1 2

 Siyayinqoba
@siyayinqoba



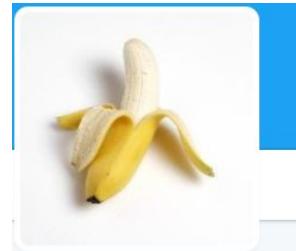
Branding on another level. Our SOKA campaign has grown from strength to strength. Now introducing SOKA branded...

fb.me/4Z1byx3Pd

3:54 PM - 21 Sep 2016

1 2 3

Voluntary Medical Male Circumcision - 2016



TWEETS 123 FOLLOWING 421 FOLLOWERS 41 LIKES 104

@Daveylevinsohn Thanks! :) We'll assume that means UNsnipped, but we hope you still support our cause to get circumcised to curb HIV.

— snipped (@snippedRSA) Jun 22, 2016

snipped

@snippedRSA

A profile for sharing your views on medical male circumcision and any other matters relating to male sexuality. All views are welcomed!

📍 South Africa

Joined March 2016

@mrjameswoolley Hi James! Care to weigh in on whether you're circumcised and your views on male circumcision to curb the spread of HIV? :)

— snipped (@snippedRSA) May 19, 2016



TWEETS 436 FOLLOWING 229 FOLLOWERS 564 LIKES 283

 Right to Care
@righttocaresa



Get the upgrade that counts. Male circumcision reduces female-to-male sexual transmission of HIV by 60%. Send Please Call Me to 0828086152
10:09 AM - 27 Jun 2016

1 2 3

Right to Care

@righttocaresa

We are a non-profit organisation that support and deliver prevention, care and treatment for HIV and associated diseases in South Africa.

📍 Johannesburg, South Africa

🔗 righttocare.org

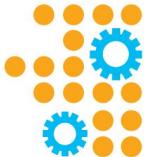
Joined February 2014

 Right to Care
@righttocaresa



More advocating needed for safe medical male circumcision to interlink with Dept of Health & traditional circumcision schools @RediTihabi
10:43 AM - 4 Jul 2016

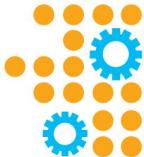
1 2 3



Overview and Insight

Voluntary Medical Male Circumcision - 2016

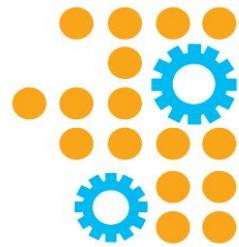
- At 24,579 posts the circumcision conversation represents 0.008% of the total, South African, online conversation in 2016.
- 2016 saw a spike in conversation during the week of the 21st of August. This was significantly helped by the “My husband got upgraded” (ed: as a result of his circumcision) advertising campaign which received negative responses such as “The only thing inappropriate about circumcision commercials is that "My husband got and upgrade"".
- The circumcision conversation had a total 511 million potential impressions in 2016.
- From the posts which have an identifiable location, Johannesburg produced substantially more of the conversation (52.71%) compared to the general RSA conversation (38%). Cape Town, on the other hand, contributed almost 10% less to this conversation than the overall RSA conversation over the same period.
- When comparing the contribution of provinces to the conversation, Gauteng is even more pronounced, in the circumcision conversation compared to the general RSA conversation, at 69.43% of the total conversation vs just 55.08% in the overall conversation.
- The content source breakdown remains much the same as 2015 but with an increase in forum contribution (to 3%) with all other content sources, excluding Twitter (96%) contributing less than 1% to the circumcision conversation.



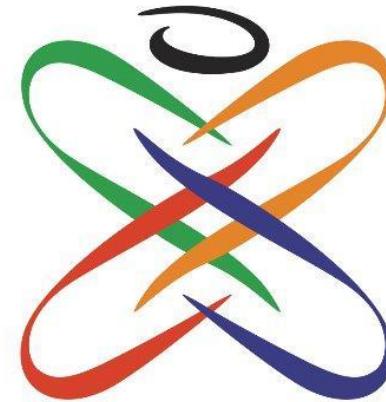
Overview and Insight

Voluntary Medical Male Circumcision - 2016

- The circumcision conversation in 2016 sees a distinct increase in contribution by over 35s (77% of the conversation vs 58% of the general RSA conversation). As a result, we see further decreases in contribution by under 17s (now 8%).
- The circumcision conversation in 2016 remains male dominated at 66% of all contributions for the year. Females on the other hand saw a decrease in overall contribution from 2015 from 36% down to 34%).
- While the top engaged was an NPO (rightToCareSA at 181 engagements) it was decided to specifically comment on their activity. Over the year the team behind rightToCareSA began a campaign to convince women to get their male partners circumcised as a means of reducing all STIs (in particular AIDS). As part of this, the team set up a Please Call Me service which allowed individuals wanting more information to request a call from the NGO. While the mechanic itself wasn't specifically successful (largely as a result of target audience and specific messaging), it did present an interesting approach to stepping outside of the public dialogue process.



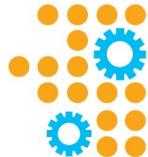
CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

SA Social Media: 2017
(01/01 - 30/04)



Volume Timeline

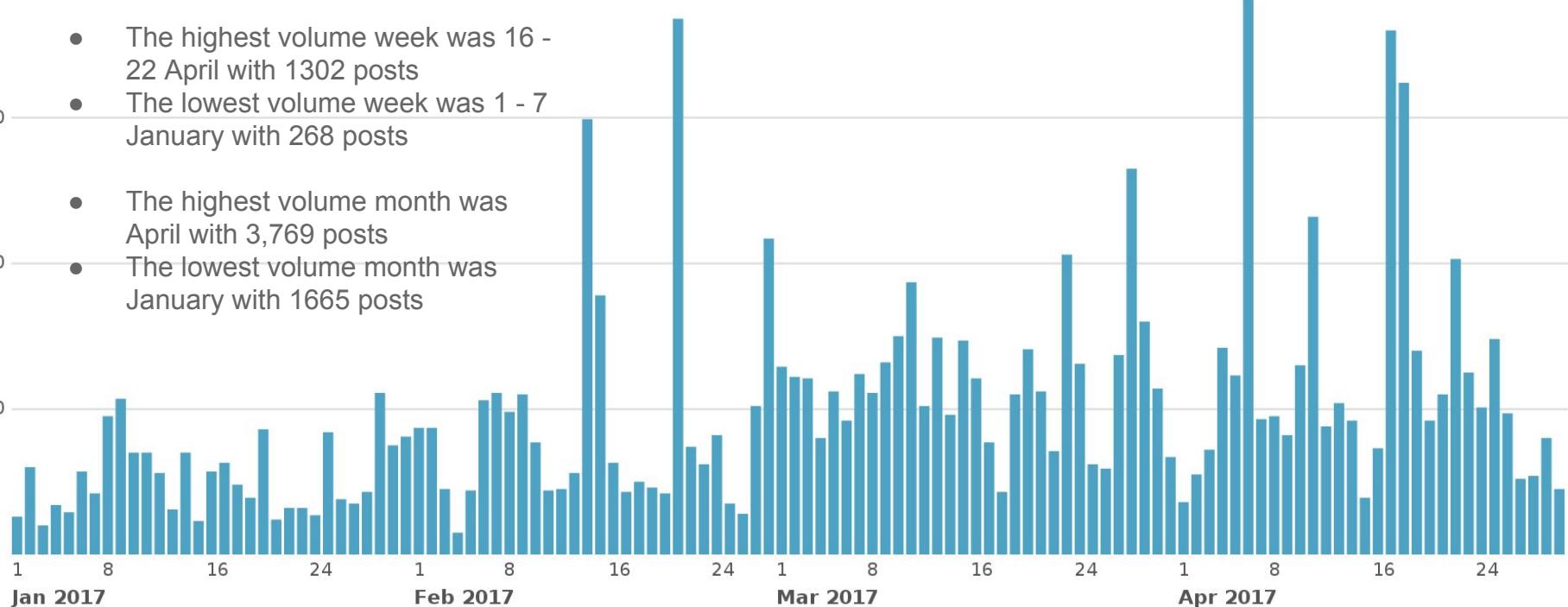
Voluntary Medical Male Circumcision - 2017 (30/04)

- A total of 11,778 relevant posts were identified until the end of April 2017.

MONTHLY POSTS

JAN 2017	1665
FEB 2017	2614
MAR 2017	3730
APR 2017	3769

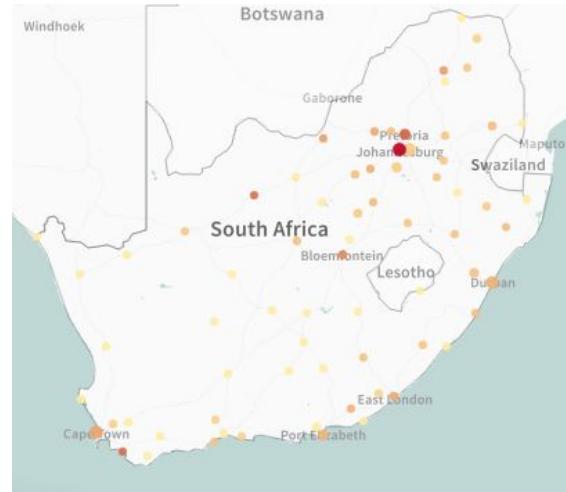
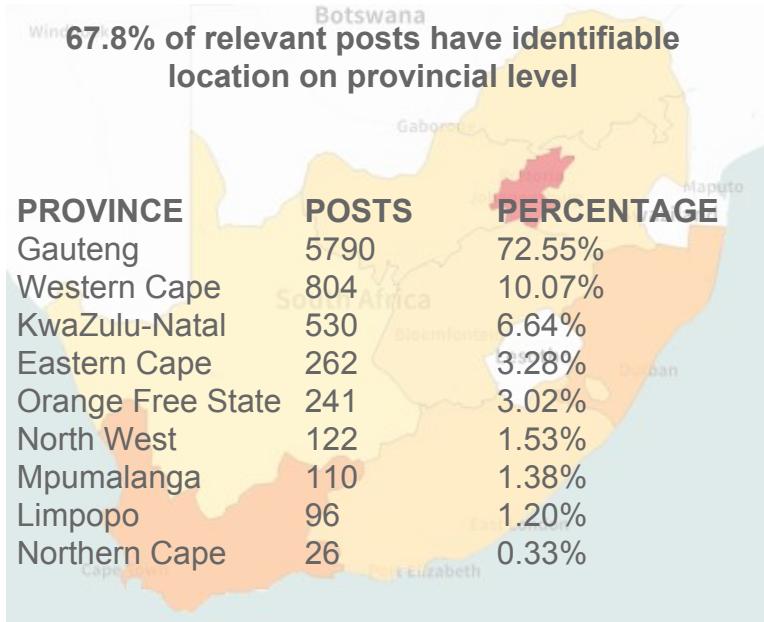
- The highest volume day was the 6th of April with 382 posts
- The lowest volume day was 2nd April with 15 posts
- The highest volume week was 16 - 22 April with 1302 posts
- The lowest volume week was 1 - 7 January with 268 posts
- The highest volume month was April with 3,769 posts
- The lowest volume month was January with 1665 posts





Geography

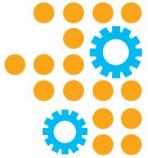
Voluntary Medical Male Circumcision - 2017 (30/04)



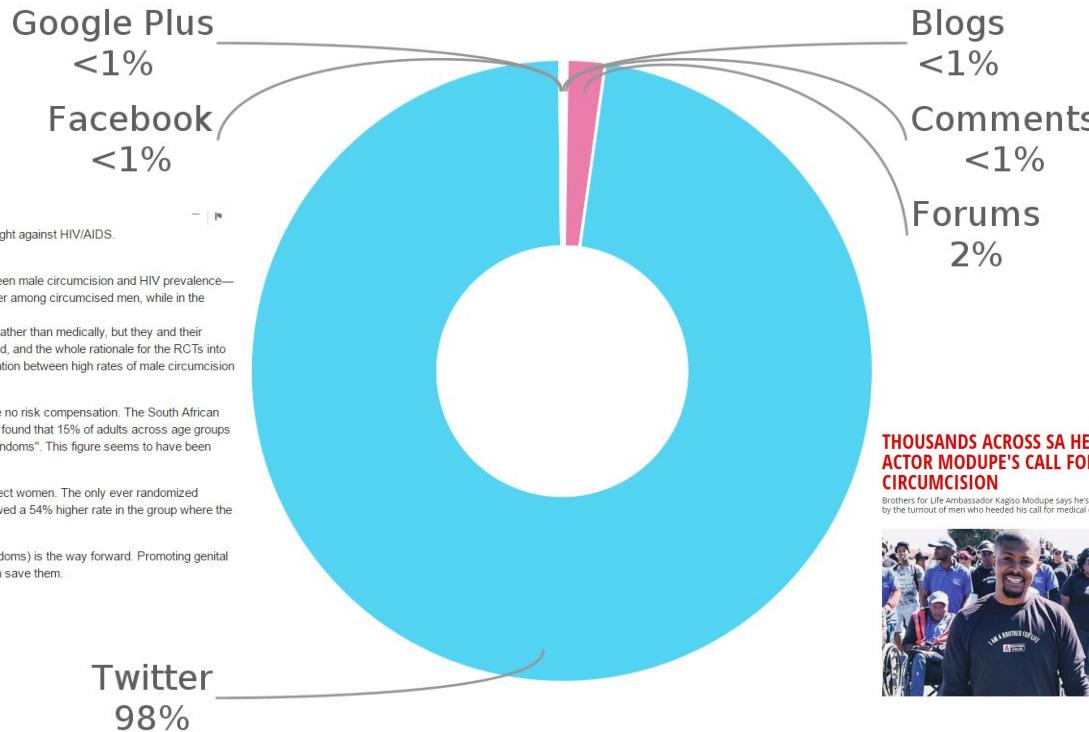
CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	1236.1	58.78%
Pretoria	706.28	13.08%
Hermanus	636.11	0.22%
Kuruman	599.64	0.08%
Bloemfontein	395.19	2.53%
Polokwane	259.04	0.79%
Mmabatho	248.98	0.36%
Cape Town	228.62	10.18%
East London	197.86	0.93%
Rustenburg	186.77	0.43%

- Of the posts with identifiable location on city level, 58.78% originated from Johannesburg.
- Pretoria (13.08%) and Cape Town (10.18%) contributed over 1 in 5 mentions.
- Johannesburg and Pretoria had the highest relevant posts per capita, at 1,236 and 706 post per million respectively. Hermanus, although contributing only 0.22% of the volume, had the third highest post per capita of any South African urban centre.

Content Sources



Voluntary Medical Male Circumcision - 2017 (30/04)



Twitter
98%

Ashley Teboho Moloi @AshleyMoloi

No offense to anyone but..... circumcise that shit.... winter is coming

10:24 AM - 10 Mar 2017

PrinceOfPain Red Bell

I am opposed to male circumcision but it is pretty grim that people are focusing on that practice to deflect from the barbarity of cultures and ideologies that engage in this one. It is especially grim, considering these are often the same people who go to ridiculous extents to grant women extra rights for accomplishing nothing more than identifying/ being born as a woman

PrinceOfPain, Apr 17, 2017 #143

sangreporsangre, LogicalInsanity and mygoddotcom like this.

Joined: Jan 29, 2009
Messages: 9,455
Likes Received: 3,684
Location: South Africa

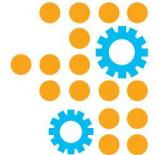
- There were a total of 20 blog posts in this time period.
- The day with the highest number of Forum posts was the 15th of February with 22 contributions.
- There were a total of 6 Facebook posts in this time period.
- The day with the highest number of Twitter contributions was the 6th of April with 379 tweets.
- 14 comments were recorded in this period.

THOUSANDS ACROSS SA HEED ACTOR MODUPE'S CALL FOR CIRCUMCISION

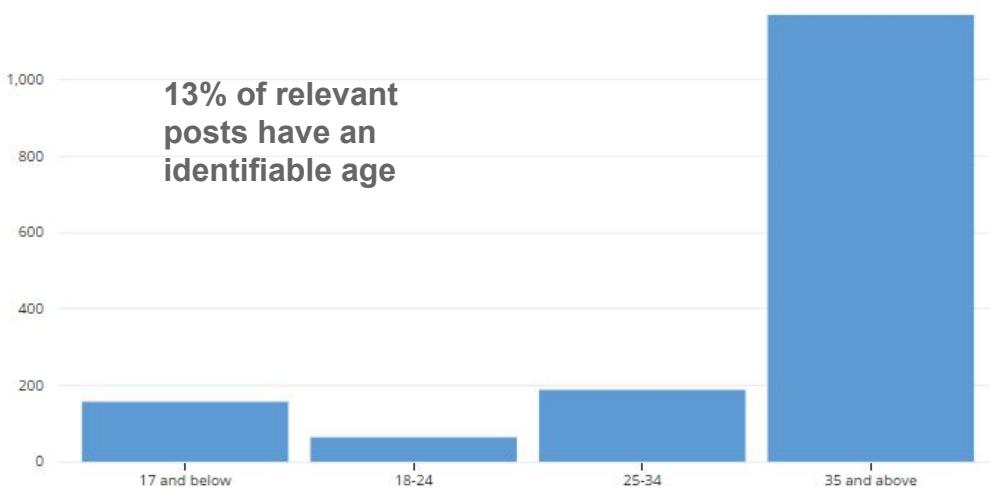
Brothers for Life Ambassador Kagiso Modupe says he's overwhelmed by the turnout of men who heeded his call for medical circumcision.



Demographics

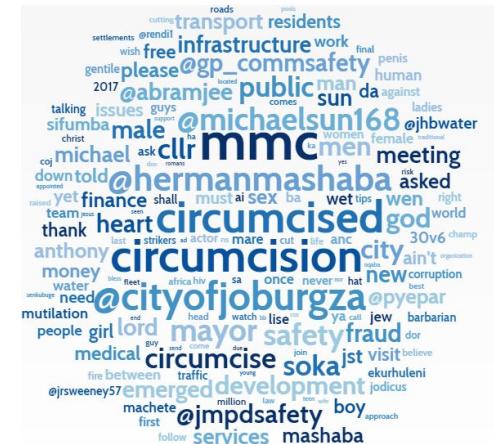
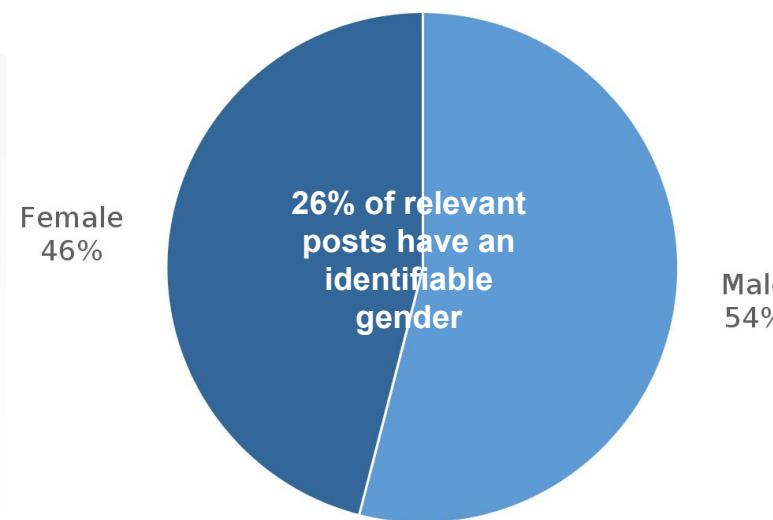


Voluntary Medical Male Circumcision - 2017 (30/04)



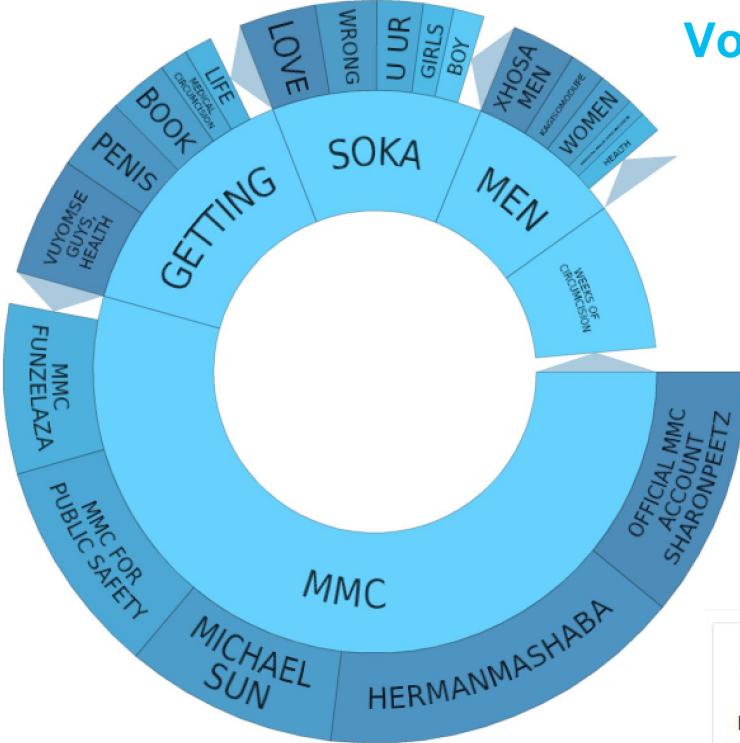
Of the relevant posts with where the age of the author can be determined:

- 10% were 17 and under
- 4% were between 18 and 24
- 12% were between 25 and 25
- 74% were 35 and above



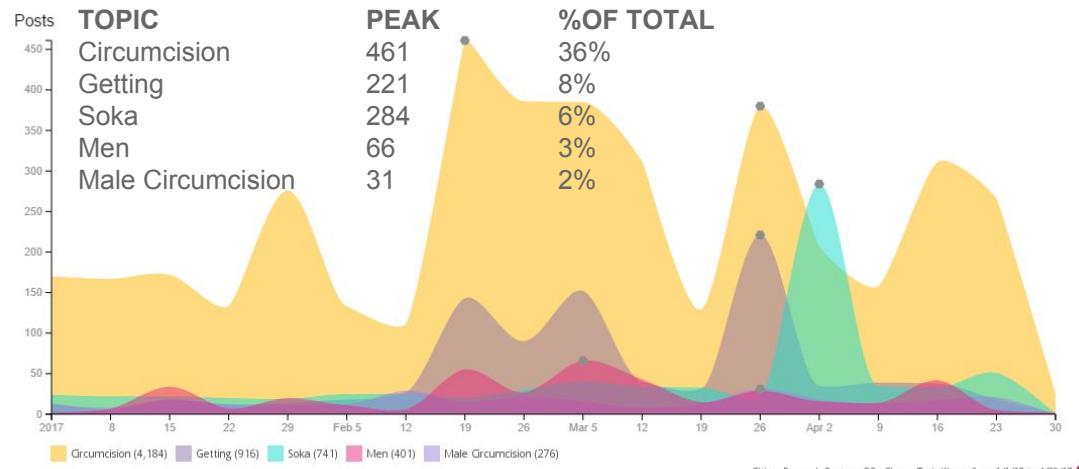


Topic Trends



Voluntary Medical Male Circumcision - 2017 (30/04)

TOPIC WAVE TRENDS



South Africa News
@SANewsTodayNow

Religious leaders could promote male circumcision in HIV-prevention - southafricanewstoday.co.za/health/2017/02... via @SANewsTodayNow
8:16 AM - 16 Feb 2017

Religious leaders could promote male ...

Helping religious leaders discuss circumcision with their congregations could prevent thousands of men from being southafricanewstoday.co.za

Queen Makeda @JustVuyi

Eish & you can't pressure someone to get circumcised plus that 6 weeks recovery twitter.com/slindo_m/status/829080381110028800

9:06 PM - 2 Feb 2017

1

Thato Mohalotsa @TMohalotsa

@Thabiso_PC this what happens in south Africa...the nurses are trained to annoy ppl with AIDS and male circumcision

5:52 PM - 4 Jan 2017

Zulu Rockstar @Thxbanii

Getting circumcised would be having a holiday now twitter.com/phadishi/status/854500000000000000

9:50 AM - 24 Apr 2017

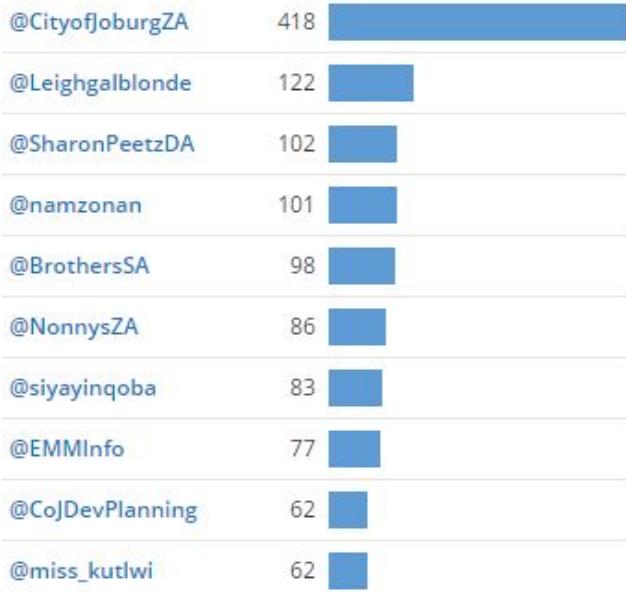
Ada @I_am_YonelaVuyo

I used to think that Xhosa people over-emphasise this circumcision thing.

Till today. Now I'm all for it.

12:47 PM - 28 Feb 2017

MOST PROLIFIC



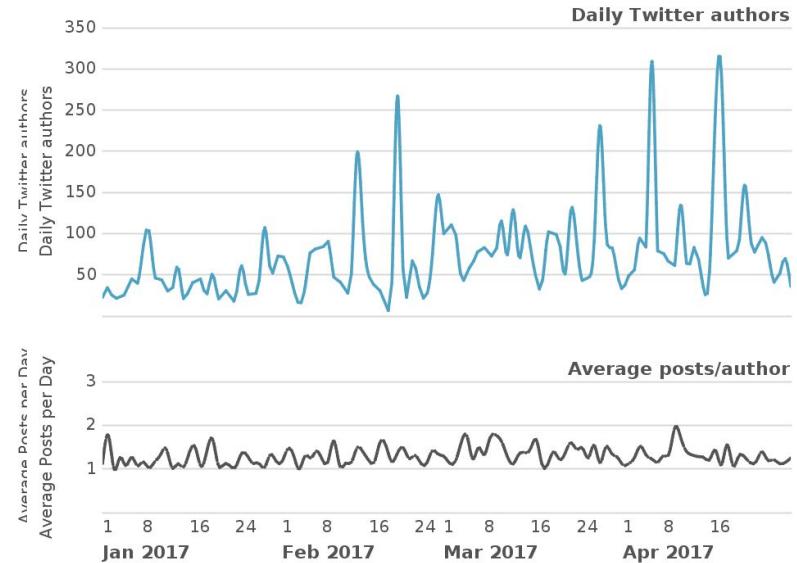
@BrothersSA and @siyayingqoba were the most prolific accounts run by organisations which specifically deal with men's issues and sexual health.

They have been constant contributors to this conversation for a number of years.

Voluntary Medical Male Circumcision - 2017 (30/04) MOST INFLUENTIAL



DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score were:

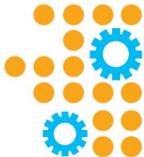
Richard Simmonds @RichardSimmondsZA
 Kay @JustKholii_
 Trevor @Tokyo_Trev



Overview and Insight

Voluntary Medical Male Circumcision - 2017

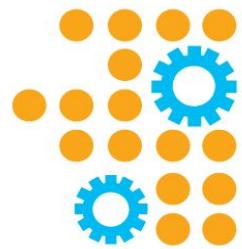
- At 11,778 posts the circumcision conversation represents 0.01% of the total, South African, online conversation in 2017.
- For the reporting period of 2017, the largest significant increase in volume was found over the week of the 16th April. During this week, there was a joke “Circumcision doctors don’t make much money, they just work for tips” that did the rounds. Prior to that, the largest spike was during the week of the 5th March where the Brothers SA campaign pushed to reach their circumcision targets of 2000 men (actor Kagiso Modupe remains the face of the campaign).
- The circumcision conversation had a total 350 million potential impressions in 2017.
- From the posts which have an identifiable location, Johannesburg (58.78%) contributes the most to the conversation followed by Pretoria at 13.08% then Cape Town, again contributing 10% less than in the overall RSA conversation at 10.18% of the circumcision conversation.
- For 2017 the contribution from Gauteng continues to remain highly elevated (72.55% vs 56.56% in the overall RSA conversation).
- The content source breakdown going into 2017 continues the trend of Twitter (98%) driving the largest percentage of the conversation followed by forums at 2% of the total conversation. In comparison, the general RSA conversation is dominated by Twitter at 99% with all other sources contributing less than 1% each.



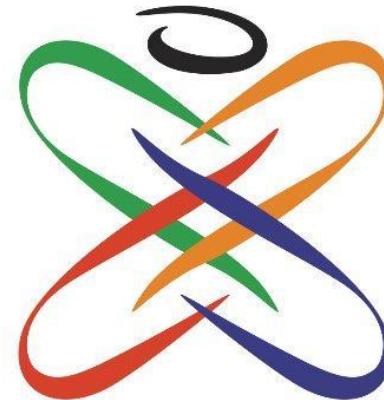
Overview and Insight

Voluntary Medical Male Circumcision - 2017

- The circumcision conversation for the start of 2017 sees a slight decrease in the over 35 year olds (74% vs 77% in 2016 and compared to 56% of the general RSA conversation for 2017). The under 18s remains a small portion of the contribution, at 10% (vs 16% in the general RSA conversation), while conversation among the 25-34 age group has increased to 12% of the circumcision conversation (vs 18% in the broader conversation).
- The circumcision conversation in 2017 remains male dominated but has reduced the bias from 66% in 2016 to 54% in 2017. In comparison, and over the same period, males contributed 58% to the general RSA conversation. The first time the male contribution to the conversation was lower than the general RSA conversation.
- In the beginning of 2017, Kagiso Modupe was the most engaged (166) as a result of him being the face of the Brother's SA campaign. Most engagement came as a result of his live radio interviews and his efforts to specifically talk about his recent circumcision. Across the board his public discussion about his procedure was seen to gain him respect from the community from males and specific questions from interested females.



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

Focus Areas for Categorisation



Focus Areas for Categorisation

From the social media data that we have analysed, from 2012 to 2017, we have identified five focus areas to address if we wish to influence the Male Circumcision conversation in South Africa.

These areas will form the basis for categorisation of the total condom conversation. Once the categorisation is complete we will have all the information required to write and execute a tailored, responsive and in-depth engagement strategy with measurable outcomes.

The five focus areas are:

- Medical circumcision in the context of ritual / cultural circumcision expectations
 - The relationship between male circumcision and genital mutilation.
- Differentiation between circumcision of minors and voluntary adulthood circumcision.
 - Reactions to advertising campaigns and messaging around MCC
 - Validity of information and research being circulated relating to VMMC.



Focus Areas for Categorisation

Medical circumcision in the context of ritual / cultural circumcision expectations

As a result of the rich cultural depth of South African peoples, there are many traditions which include or necessitate circumcision. These practices range from circumcision at birth, as an infant or as a rite of passage during puberty, and most have prescribed rituals for the surgery - practices which are often not in line with the best medical practices.

This situation creates a confusion in a changing world as individuals and groups try to navigate their way into the future. This categorisation will highlight questions about the importance of the ritual vs the result of being circumcised, the validity of medical circumcision in the context of initiation (especially by a female nurse or doctor), and the inherent risks of either choice (potentially lethal health and mental wellbeing risk of traditional circumcision vs the risk of not being seen as a real man should you have a medical circumcision).

 **Helen Zille**  @helenzille 4 Jul 14
@TimesLIVE @Thabo_SerokeY This is so horrific. This must be stopped

 **wa-mashudu**  @lukiem1 Follow
@helenzille @TimesLIVE @Thabo_SerokeY stop those who are doing it illegal ,they ar people who ar doing it correctly,men must be circumcised
4:42 PM - 4 Jul 2014

They are now discussing that I went to a private doctor for circumcision, with a resounding yes I did. Hurtful tweets though. I'm out. Bye!
— Wealth-Smith. (@VusiChauke_) Feb 27, 2017

 **Lehakwe**  @soniamotaung Follow
I didn't know there was an age restriction to this
"@Babby_King": There are some guys who are over 30 not circumcised #SkinMustFall"
9:14 AM - 15 Feb 2016

 **Vuyo**  @Vazzy_Blue Follow
My son is still going to go through this ukoluka thing. I wish I had circumcised him when he was still an infant/toddler. :(
7:04 PM - 24 May 2013

 **Umdidizi Womdidi**  @MandlaNdfayaSA Follow
If you are a Xhosa male and you go to for medical circumcision, do not expect any respect from me. I am unapologetic about that!
8:48 PM - 27 Sep 2013

 **Blancos**  @ArkimKes Follow
I should have went to entabeni to get circumcised there like xhosas. That whole hospital thing was too soft. Being Zulu sucks sometimes
2:46 AM - 11 Jun 2014



Focus Areas for Categorisation

The relationship between male circumcision and genital mutilation

This recurring and complex theme of conversation focusses on the similarities between male and female circumcision, as well as the act of cutting off a healthy body part for any reason other than necessary medical intervention.

Some of the threads identified in this initial scope were:

- A growing number of individuals advocating for the acceptance of and preference for uncircumcised men. They are called intactivists and they address both the non-consensual nature of infant and pubescent circumcision, and well as advocating adult males to not circumcise for purely cultural or aesthetic purposes.
- The direct comparison between the illegal practice FGM and male circumcision. This discussion ranges from very emotive, to medically in-depth opinion on the legality, morality, physical and mental impact, and the basic human right to sovereignty over your own body.

 **Gay Men South Africa**
@GayMenSA

[Follow](#)

We agree RT @RickArtz50: RT @oscli: Circumcision, except for medical reasons, is male genital mutilation and should be illegal.

2:26 PM - 27 Nov 2012

  1 

 **Mabunda Meshack**
@mabunda412

[Follow](#)

It is illegal and not allowed to circumcise a woman by cutting or removing her clitoris to disable other functions of her body. Only men only

7:16 AM - 18 Jan 2016

RT @LiteralShaking @AnonyMousey all circumcision male or female should be made illegal. That simple

— Intact Black (@IntactBlack) Feb 15, 2017

 **Bob**
@BobSee123

[Follow](#)

@thegoldenharp Some types of circumcision are worse than some types of FGM, yet all FGM, even a pinprick or nick, is illegal. @UncutBits

8:13 AM - 9 Feb 2016

 **Sindisiwe** 
@sindivanzyil

[Follow](#)

He also feels that if we are going to promote medical male circumcision then we should promote clitoridectomy...

9:00 AM - 7 Aug 2014

 **sriracha papi** @1800SADDAD
female genital mutilation =/= to circumcision you dense fuck
twitter.com/bobsee123/stat...

29 Oct

 **Bob**
@BobSee123

[Follow](#)

@tannerhumann FGM & circumcision both have a spectrum of harm, and these overlap. If all types of FGM are illegal, why not circumcision?

4:52 PM - 29 Oct 2016



Focus Areas for Categorisation

Differentiating circumcision of minors from voluntary adulthood circumcision.

This conversation focusses on the issues around when to circumcise and who has the right to make this decision.

The major theme in this conversation is the ability (or inability) to provide informed consent. This may be influenced by age (such as infant circumcision) cultural pressures during puberty (ritual circumcision) or availability of truthful information without stigma or social pressure as an adult.

 @Fighter_Sacred
@Fighter_Sacred

Replying to [@SyLazovik](#)

@bmarked21 @SyLazovik Circumcision of babies is a heinous form of physical child abuse. I was circumcised and I am NOT grateful for it.

8:24 AM - 15 Dec 2012

 DragonTat2 용 문신 🍀 @DragonTat2
@ArifCRafiq @supamaximus @grynbau Yet, sadly, it is exactly what is done to tiny baby boys who can not say NO. All Circumcision is barbaric

 Supa Max
@supamaximus

@DragonTat2 @ArifCRafiq @grynbau I personally won't as far as to say that all circumcision is barbaric as its a cultural and hygienic issue

2:01 AM - 25 Feb 2015



 Mythic
@MythicalRedFox



Which is why I thank Germany for making circumcision illegal without consent of the person in question, after they're an adult.

8:04 PM - 24 Sep 2012

  3 

 t saucy t @Pushky_M

7 Aug 14

Is he kidding? RT [@sindivanzyl](#): This man is 55 years old and he is angry that he was circumcised as a child without his consent...

 Sindisiwe ✅
@sindivanzyl



@Pushky_M well he has a valid point. I am all for voluntary male circumcision. I think that boys should be allowed to choose ...

9:09 AM - 7 Aug 2014



 Sethi Ncube @SethiNcube

24 Oct 12

@nqabamatshazi haha kuzasala umfanakho yedwa,uzahlekwa ngabanye and hate you forever.there is your warning.



 Nqaba Matshazi
@nqabamatshazi

@SethiNcube if he wants to be circumcised, he can do that esekhulile, no one should force anything on him

11:25 AM - 24 Oct 2012

 Sphe SIHLE simelane
@MAGICMADIBA



My niece going to circumcise and hes already old like... 13yrs it should be a shame that these boys get cut so late man

3:44 PM - 8 Oct 2013



Focus Areas for Categorisation

Reactions to advertising campaigns and messaging around MCC

Due to the sensitive nature of the topic of circumcision, as well as views gender based privacy ("not a woman's place to talk about"), it is vital to note the reactions to existing engagement methods.

These insights will not only create a better understanding of how messages via advertising, peer-to-peer communication, tv placements etc are received by the target audience, but will also serve to illustrate the pitfalls and possible efficacy of particular engagement strategies.

 D "C L" N
@dumisani04 

I mst say, cmng frm a place whr we get circumcised @ a vry young age, then seein a grown ass man on tv sayin he jst circumcized is disturbin
11:58 AM - 15 Jun 2012
  

 Norman McFarlane
@NormanMcFarlane 

@Sentletse @ctha_khumalo men have as much right to pronounce on abortion, as women do to pronounce on circumcision.
8:02 PM - 21 Aug 2012
  1 

 Leandri
@Leandrii 

I am 100% uncomfortable with circumcision ads on radio.
7:36 PM - 15 May 2014
  

 2Brainz (@FvckOOMF) May 9, 2014
So this MMC advert nigga came to TV to tell us he didnt have sex for 6weeks

— 2Brainz (@FvckOOMF) May 9, 2014

 JoHn Muir  @ThAi_KhwAlo
As Xhosa man this circumcision advert is a lil bit annoying,talking about dicks being upgraded when there's is actually more to it than that
9 Aug 15

 Lunga ♦
@Lunga_RH 

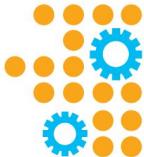
@Tubbylean that ad is slightly disrespectful. They focused on the entertainment part of it instead of doing proper research on circumcision
12:03 PM - 9 Aug 2015
  1 

 May21stB.I.G
@Joshua_Sfazo 

That thing of advising ppl to get circumcised xould come back.... Ppl are not circumcised dnt knw if they dnt hve time # a saY
8:01 AM - 1 May 2014
  

 SidFm Station
@SidFmStation 

This advert on Gabz Fm ya circumcision is sooooo offensive, it implies that us, proudly un-damaged guys r dirty, mxm sidfm.co.bw
5:30 PM - 18 Jul 2012
  3 



Focus Areas for Categorisation

Validity of information and research being circulated relating to VMMC

This thread of conversation is possibly the most important from an advocacy perspective. There is a wealth of information, misinformation and opinion fronting as information circulating on social media. Much of this information is agenda driven without the agenda being clear to the reader which leads not only to confusion, but ultimately - and most damaging - distrust.

There is a clear need for information which is concise, accurate, backed up by irrefutable evidence and most importantly - originates from a trusted, unbiased source.

This situation is hampered by the lack of concrete, in-the-field evidence of reduction in infection rates of STI's and HIV. Even sources like USAID and WHO have published research touting the potential and theoretical benefits, as well as articles questioning the real world efficacy and measurability of this intervention.

 **Veronica @_VeronicaMM** 4 Jan 13
"@TonySylver: This circumcision drive that these radios are on about... Who has done th research... Its quite annoying #Twimbos" & misleading

 **Charlotte @chuc02** [Follow](#)
@vmukwashi @TonySylver When men get circumcised they think they are wearing an invisible condom and get infected, research has proven that.
9:30 AM - 4 Jan 2013


 **#TheBuildUp** [Follow](#)
@Aux_Gawd
Not to say that you're 100% anti HIV when you're circumcised but hygiene is part one of HIV prevention.
10:53 AM - 11 Aug 2015


 **Collen @molobedu11** [Follow](#)
It has been proven that circumcision will reduce HIV infection by more than 50%, all man not circumcised should be arrested be circumcised
10:30 AM - 31 May 2013


 **Richard Atkinson @RichardAtCT** 25 Mar 14
@georginaguedes @News24 @ChrisMcEvoy_ so your issue isn't actually with circumcision as a strategy, but the lack of further education?

 **Georgina Guedes @georginaguedes** [Follow](#)
@RichardAtUCT @News24 @ChrisMcEvoy_ I am concerned that men who have been circumcised will feel licensed to carry out risky behaviour.
3:03 PM - 25 Mar 2014


Ba re circumcision reduces chances of infections that you're already preventing with a condom. But then go on to say you still gotta wear it
— Damn Ororiseng (@_ThEngineer) Feb 27, 2016



Focus Areas for Categorisation

Validity of information and research being circulated relating to VMMC

■ 05-12-2013 06:43 AM #35

Bern o Grandmaster
Join Date: Apr 2010 Location: Stellenbosch Posts: 2,670

I am surprised that you all are so against promoting something that would reduce risk, if you can't change behaviour you can at least reduce risk. Note I object to it being used as a silver bullet, but I do think it is a useful component of a multi-pronged approach to reducing the spread of this disease.

If it means less males get infected they can spread the disease less.

You are kidding yourself if you think that abstinence is realistically going to be implemented.

The figures noted are not per sexual encounter, they are for sexually active people over a longer period, i.e. they have had plenty of sex during that time and the rate of infection was greatly reduced for the sum of that period. Surely that means there is some merit?

I think this has more relevance to people in trusting relationships actually, if you look at the frequency of partners cheating on their significant other I am not so sure I would like to have to rely on trust alone. Can me cynical, but I think adding layers of defence is always a good thing.

So maybe in short:

circumcision as a cure --> BAD

circumcision (adult) as a method to reduce risk as part of a plan to also use condoms etc --> GOOD

■ 05-12-2013 12:43 PM #35

noibox o Super Grandmaster
Join Date: Apr 2005 Location: Earth Posts: 15,665

Originally Posted by Bern
I am surprised that you all are so against promoting something that would reduce risk

To date there is no real evidence it does out in the real world. As repeatedly pointed out there are major problems with extrapolating the results of the research to the wild, and that's presuming the research is even sound.

The figures noted are not per sexual encounter, they are for sexually active people over a longer period, i.e. they have had plenty of sex during that time and the rate of infection was greatly reduced for the sum of that period. Surely that means there is some merit?

Firstly per sexual encounter is exactly how the average person is going to read it. Some will read it as "As long as I have sex with only six women instead of ten I'll be safe". Additionally if it was presented as a more realistic and understandable natural frequency no male would have it done because the numbers are quite unimpressive. Same goes if they were to tell them how many circumcisions they'd have to do to prevent a single infection.

Secondly how do we know how much sex the study participants were having or whether they were behaving as they would if they were not part of a controlled study? I'm also inclined to wonder whether when rolled out to the population they would first counsel these men that they are still going to have continue all their current safety practices. I suspect they won't because it would deter many of these men.

I think this has more relevance to people in trusting relationships actually, if you look at the frequency of partners cheating on their significant other I am not so sure I would like to have to rely on trust alone. Can me cynical, but I think adding layers of defence is always a good thing.

Still doesn't explain the point of using an unproven technique that at best, under ideal research conditions, provides a marginal benefit when there are a number of non-permanent options.

The truth is that this is being promoted as a quick fix, preventative measure. I've no doubt whatsoever that the bureaucrats pushing don't even understand the risk figure being bandied about and I guarantee their target audience has no clue. There is only one likely outcome of this campaign and that is to discourage condom use.

circumcision (adult) as a method to reduce risk as part of a plan to also use condoms etc --> GOOD

Be my guest being the first to suggest doing the same to women, even though logically it should have similar benefits for the same given reasons. In fact considering that infection is prevalent in spite of widespread male circumcision the problem must be the uncircumcised females.

"New study shows men w normal, intact penises enjoy more sexual sensitivity - as much as 4 times more - than those who've been circumcised."

— Mduduzi Dlamini (@Quibbie_) Nov 25, 2013

RAINE
@RaineJizzleRJ

[Follow](#)

Our government is pushing this circumcision campaign, which is apparently based on flawed research.

12:05 AM - 29 Apr 2014



1



Nqeezus
 @_Bonga

[Follow](#)

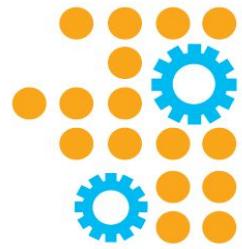
I wish @AfricaCheck can do research on the claim that circumcision reduces the chance of getting HIV by up to 60%

6:37 PM - 17 Oct 2016

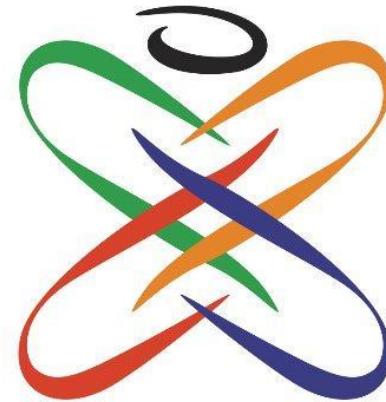


1





CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

Sample Posts



Voluntary Male Circumcision Sample Posts

HECTICNINE-9  @hecticnine9 25 Apr 12
RT @bensandiledube: @hecticnine9 can circumcision cause death? My friend says of course but I cant believe him, wasn't it said...

Sipho  @siphorincane 
@hecticnine9 @bensandiledube depends who u go to some ppl r always thinkin money money fraud thy open illegal schools 4 circumcision
4:57 PM - 25 Apr 2012


Trevor nadia  @Trevornadia 
You just got circumcised then that hot girl you always wished to have sex with just text you "come over my place very fast, I'm horny"
1:34 AM - 4 Feb 2014


Her Majesty  @TinasheZA 
This guy says he went for circumcision on Friday and was told to come back to work today 😭 he is in so much pain.
7:06 AM - 14 Jun 2016


Newsbreak  @Newsbreak_Lotus 
Seven initiates have been beaten and burned with a hot iron rod through illegal and botched circumcision practices
5:45 AM - 23 Dec 2013

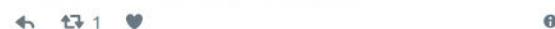

Kaygee De Hlobs @KaygeeDeHlobs 28 Aug 13
@AzlaHustles @Rhumsha @Toto_III @Annedee49 I have newspaper headlines that says otherwise.

▫Cape▫ Beats @APrimeCPT 
@KaygeeDeHlobs the ones who die are the ones that go to illegal circumcision schools!!!
8:22 PM - 28 Aug 2013

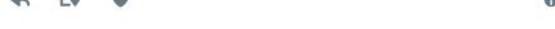

Mark Corke  @MarkCorke 
@702Aubrey Only in SA... circumcision is encouraged. Docking puppy dog tails, even under anaesthetic, is illegal.
3:57 PM - 22 Dec 2016 · Randburg, South Africa


I'm going to say what nobody wants to say: most circumcised guys are happy that they're cut and most uncirc'd guys are happy they're not...
— Dylan (@AntiMatterGuy) Sep 23, 2014

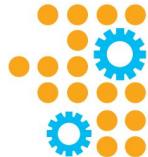
I just wish traditinal circumcision was illegal ☺
— Gotcha grl (@mufamadi_sharon) Jun 20, 2013

#ThandoBae @ntle_sStar 
😂" @FezileKid: @dineonyc And for your info I have already booked for circumcision and I was planning to remove that foreskin ngo November
3:45 PM - 8 Oct 2016 · Gonubie, South Africa


Suki @Dus_Tee_ 
Problem with uncircumcised niggas is that they don't wanna be told "Go circumcise your penis please"
11:39 AM - 3 Oct 2016


Lesetja_Diphoko @Setjas 
Mapule Makaula wrote:
Is't good or right to have sex with a man that is not circumcised nd how does it feel*thnkng*
4:05 PM - 1 May 2012


RT @elnathan I know a young man in Kaduna who was taunted so badly over his uncircumcised penis that he secretly went to have a circumcision.
— Teboho Mochaoa (@stebuGQ) Jan 3, 2016



Voluntary Male Circumcision Sample Posts

Babes WoMakazi @Mabheranaa
@kodlana @Mngxitama cool mkhuluwa, I welcome U to manhood.

7 Feb 15

SgadlaSeNsizwa III
@SgadlaSeNsizwa

[Follow](#)

@barryspampoen @Mngxitama: r u implying that males that are not circumcised, r not men?

Eish! Banna, we still have a long way to go.

2:47 PM - 7 Feb 2015

• 2 1

I wouldn't want my husband going around telling people that he is now circumcised FOH 😂😂😂😂

🤣🤣🤣🤣🤣🤣

— MaDube 🇿🇼 (@_Toolz) Mar 13, 2017

joseph nale
@phehello21

My Lil Bro is getting circumcised today...he is so scared I had to come support him....ziing...

1:46 PM - 1 Jul 2016

• 1

Junebug
@AzanianGeneral

This medical male circumcision is a problem that needs to be stopped.

4:28 AM - 20 Jun 2015

• 2 1

DAVE
@BrianDaveZa

[Follow](#)

had em @IamMarvin_xo: Those lies your parents told you, because they didn't wanna tell you straight that you were going to get circumcised

3:31 PM - 16 Aug 2014

• 2 1

catfish
@sick_fruits

[Follow](#)

It heals also RT @LEFTY_moriski: Male? RT @Eem_DoubleU: Circumcision in summer?:?

5:27 PM - 20 Feb 2014

• 1

Thizozo
@Mokoena_TK

[Follow](#)

I once went to A mobile circumcision clinic with my friend...and they Played that Cut-it track on Repeat 🎵🎵

4:00 PM - 5 Nov 2016

• 2 1

Abi'athar Ditshego
@AbiotDitshego

[Follow](#)

I wonder how many stupid baboons will die this winter due to botched circumcision in their original habitat & return boasting manhood monkys

10:02 AM - 23 Jun 2012

StarBoy Cam 💥
@RothsteinCam

[Follow](#)

With that being said, I should go get circumcised this coming week

5:11 PM - 1 Dec 2012

• 1

Mahlatši Maibelo
@moses_maibelo

[Follow](#)

LMAO that nigga shit moment when a nigga being told he needs to upgrade like being circumcised. You go girl tell him this nigga to upgrade.

4:23 PM - 1 Dec 2015 · Midrand, South Africa

• 1

Skizo bwZA
@Kitso_Morekisi

[Follow](#)

One urologist once told me was that with genital warts they are quite sensitive to exposure, so they recommend circumcision.

11:31 AM - 21 Jul 2016

• 1

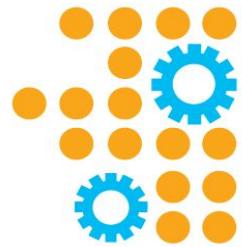
Musa
@dlakza

[Follow](#)

Replies to @TThenjive_Igama

@TeaJay_001 that is to say Xhosa boys consent to circumcision when in actual fact if you don't do it you become a social outcast.

1:41 PM - 22 Jan 2016



CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Voluntary Medical Male Circumcision

Engagement Strategy



Engagement Strategy

Objectives	<ul style="list-style-type: none">• Increase volume of circumcision related questions being posted on social media• Provide meaningful (trustworthy) dialogue with individuals seeking information• Reduce misinformed medical advice and research• Foster environment where natural body-positive conversation can take place between communities who are informed and their peers
Key Messages	<ul style="list-style-type: none">• The way we used to do things was the best for then. Now is not then.• Self-directed research is important and necessary before any medical procedure.• Help your friends stay informed
Engagement approach	<ul style="list-style-type: none">• Engagement will take place on social media (public channels) and will be focused on both direct engagement (from purpose built social media handles) and influencer engagement to build a supportive community.• When the individual is at risk (from a partner for example), a decision will be taken to either engage them privately, refrain from contacting at all or (in some rare cases) engage publicly.



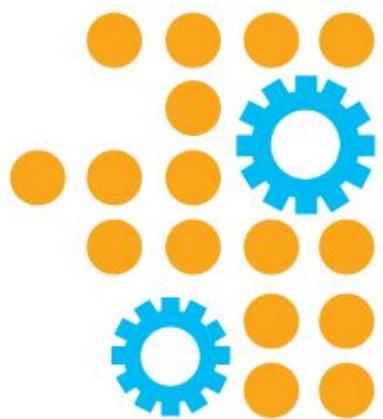
Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Low medical information quality	<p>More effort taken to validate medical opinions and advices shared on social media.</p> <p>More critical engagement with sources</p> <p>More high quality medical information available to the public.</p>	<p>Directly engage individuals sharing medical information and provide them with sources for their position (when correct) or to the counter.</p> <p>Positively incentive individuals critically engaging medical circumcision discussion.</p> <p>Identify and share key research in bite-size form on a campaign site to fulfill information vacuum.</p>	# of individuals identified and engaged # of individuals identified and engaged # of individuals engaging the material

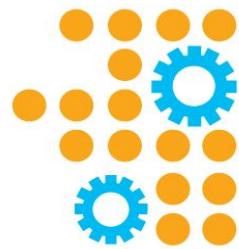


Engagement Strategy

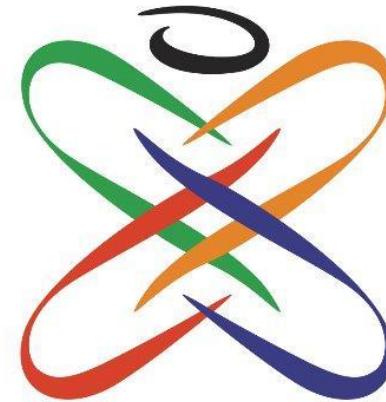
Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Limited dialogue and debate	<p>Increase propensity for individuals to ask questions of the medical information they receive.</p> <p>Increased likelihood of individuals proactively engaging others to correct mis/dis-information.</p> <p>Increase in the volume of conversation where men claim their circumcision status</p>	<p>Proactively incentive individuals who ask questions of their medical research.</p> <p>Build on-message community of “the informed” to provide ongoing support to others needing reliable information</p> <p>Engage and amplify those who wish their status to be known</p>	<p># of individuals engaged/ behaviour reinforced</p> <p># of engagements by the community</p> <p># of individuals claiming their circumcision status</p>



CITIZEN
RESEARCH
CENTRE



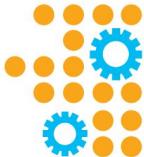
CITIZEN
RESEARCH
CENTRE



SHOUT-IT-NOW

Seasonality of Male Circumcision

Social Media Snapshot



Seasonality of Male Circumcision

Social Media Snapshot

There is a large amount of social media discussion around, or reference to, winter being “circumcision season”.

The main contributing factors to this seem to be:

- Less painful recovery - although these reports are obviously subjective, this seems to be the most common held reason to be circumcised during winter.
- Reducing the chances of getting an erection - the perception is that this is more achievable during the winter. The “reasons” for this are varied and nuanced - women wear less revealing clothes; the cold itself is a preventative; winter is for cuddling, not getting naked; etc
- Poor circulation in cold weather may prevent excessive and dangerous bleeding. (This does however hamper the healing process)
- Tradition: although this is a factor in itself, it is safe to assume that the tradition of winter circumcision was largely influenced by the above factors. In addition to this, there is also less chance of boys dying of dehydration during winter when they are attending initiation school. The added challenge of the cold weather may also serve to increase the difficulty and therefore the value of the rite of passage.



Tholoana
@Toolz_Teatats



I still don't understand why circumcision is done on winter thou...somebody please enlighten me!!

9:32 AM - 10 Jun 2015 from Khutsong, South Africa

2 1 1 1



Tweet your reply

Khaulelo @_Khauhelo_ - 10 Jun 2015

Replying to @Toolz_Teatats

@Toolz_Teatats lol the cold weather makes for a speedy recovery, and the pain isn't as excruciating as it is if it were summer.

1 1 1 1



Seasonality of Male Circumcision

Social Media Snapshot

Odi-Didi
@DeedayM

[Follow](#)

Its Winter now, perfect time to go get that circumcision :D... I doubt any lady wants a guy with foreskin, ke kopa olo kuta nthweo hle.

7:02 PM - 26 May 2014

1 1 1

Bender
@DaFallenBender

[Follow](#)

Please niggers, its winter, go get circumcised!! Its disgusting that isht u have, Don't make me call out names You Got 2days C a Dr 4 fuq sake

9:44 AM - 6 Jun 2013

1 1 1

Ramaupi Makgo

@amakgo

[Follow](#)

Let's have a law that will force kings to organise circumcision schools during winter, its safe, that's why we never have deaths this side.

9:46 AM - 30 Dec 2012

ReaG
@iamReags

[Follow](#)

Go get circumcised it is winter.

3:05 PM - 22 Jun 2015

1 1 1

The•Great•iGodfrey
@iGodfrey4CE

[Follow](#)

So like I had a deal with @creal_sa that when winter arrive he'll go circumcise and I'll pay for him. Come June he blocked me. Smh

6:43 PM - 29 Jun 2014

1 1 1

DJSthenjwa Jnr
@InNoCent_Vanqa

[Follow](#)

Circumcision heals fast in Winter.

RETWEETS 2
LIKE 1



5:55 AM - 2 Jul 2016

1 2 1 1

[Follow](#)

Zeeyanda_Kuhle @ZeeyandaAK - 2 Jul 2016

Replying to @InNoCent_Vanqa

That's true!!!! @InNoCent_Vanqa @ShakaDhromo

1 1 1

Letso wa downz
@sihlecal

[Follow](#)

Its June go Remove That socks An make it a secret sock
Circumcise Papi

6:29 PM - 15 Jun 2015

1 1 1

not hacked
@THEOKINGB

[Follow](#)

Circumcision in this heat? Why didn't you take him in winter

PinksOmhlle @Lydian612

Took my son for his circumcision yesterday but chickened out when I got there. His dad had to go in with him 😱😱.

3:16 AM - 2 Nov 2016

bellatrix le sad
@Ebonic_ology

[Follow](#)

"Beat the winter que. Get circumcised this summer" That ad needs to go.

10:19 PM - 31 Jan 2015

1 1 1

Rapelang
@KingRahh

[Follow](#)

If you planning on getting circumcised, do it this June my guy. Less pain

12:09 AM - 5 Apr 2015

1 1 1

Winter is coming...poor xhosa boys r going to die..eish skepsels 😊😊😊😊😊 al in de name of circumcision..is hard being a man

— bra van my (@TshepoRM2) Apr 25, 2017



Seasonality of Male Circumcision

Social Media Snapshot

 **simplicity**
@siraous

If this june u need a professional circumcision.. Call me ... I am professional ngcibi now.

8:22 PM - 26 Apr 2012

[Follow](#)

 **Meshack Skosana**
@Meshack_Skosana

[Follow](#)

Guys its winter, I'd like to remind you all to go to your nearest hospital or clinic and get circumcised if you haven't yet.

10:08 AM - 22 Jun 2016 · Mamelodi, South Africa

[Follow](#)

 **Meshack Skosana**
@Meshack_Skosana

Guys its winter, I'd like to remind you all to go to your nearest hospital or clinic and get circumcised if you haven't yet.

10:08 AM - 22 Jun 2016 · Mamelodi, South Africa

[Follow](#)

 **Mpumzi Mdledle**
@mpumzi_mdledle

MALE MEDICAL CIRCUMCISION IS THE BEST CHOICE.

Don't be part of the statistics this Winter.
Choose Life.



RETWEET 1 LIKES 3

2:45 PM - 29 May 2016

 **Sphesihle M**
@ShakaDhlomo

[Follow](#)

Its winter niggers. Good time to go get circumcised and heal sooner.

11:15 AM - 24 Jun 2016

[Follow](#)

 **@Fakazi_S™**
@Fakazi_S

[Follow](#)

Baby mamas, don't forget to get your lil boys circumcised before winter is over...

7:32 AM - 26 Jul 2013

[Follow](#)

 **jolinkomo**
@yonga_majay

[Follow](#)

He should've done this circumcision thing ngo june kodwa 😢

10:29 PM - 3 Dec 2015

[Follow](#)

 **Mbwulabashise 🔥**
@marty_R200

[Follow](#)

It's winter ladies, advice him to go to get CIRCUMCISED so that you can enjoy that LOLLIPOP well.

9:00 AM - 14 Jun 2016

[Follow](#)

My boyfriend got circumcised yesterday..... He can't even walk. This is why i hate winter, every guys foreskin must be cut off.

— Ratchet Nikki (@ToxicJuzz10) Jun 27, 2012

 **Rex Erection**
@Knaste_

[Follow](#)

When is June coming? I jst can't wait to get circumcised

12:31 AM - 22 Apr 2014

[Follow](#)

 **Rapelang @KingRahh**
18 Jun

3. I waited for so many years to go to the bush but that day , i was never ready hey. I was so nervous I nearly shit my pants. 😢

 **Rapelang**
@KingRahh

[Follow](#)

4. Apparently winter circumcision is better than summer.
Well I couldn't disagree much

5:24 AM - 18 Jun 2016

[Follow](#)



CITIZEN
RESEARCH
CENTRE