

BIG DATA ANALYTICS

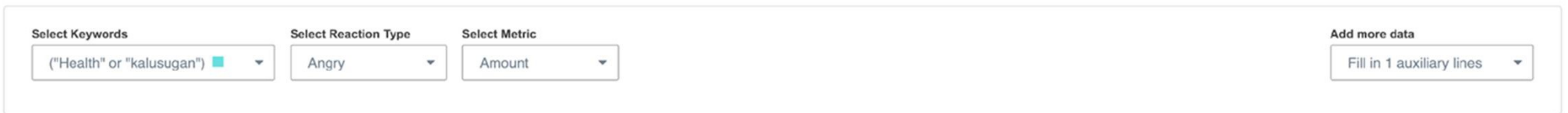
# Social Intelligence Report Topical Analysis

Health/kalusugan

Blueprint.Ph EERO BRILLANTES 09178509514

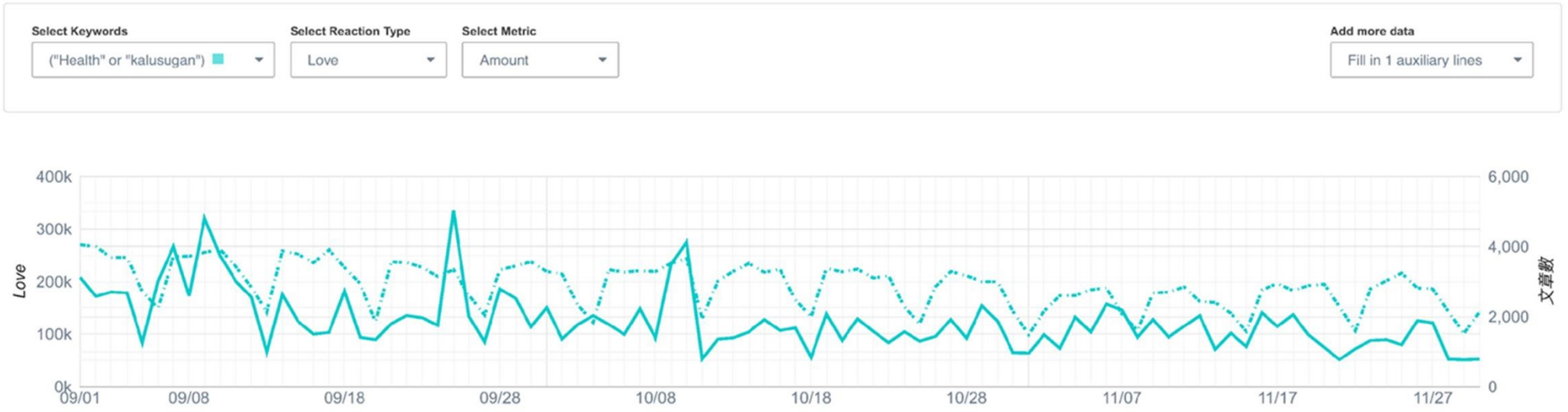
# Overview

## Health/kalusugan



The anger level continues to focus on government mistake (PhilHealth) Sec Duque, and government waste in time of COVID.

The diagram visualises the relationship between social media content and communal reaction. The solid line represents the amount of emotive reaction on a given day and the scale is on the left-hand side. The dashed line represents the number of posts for the day and the scale is on the right-hand side.

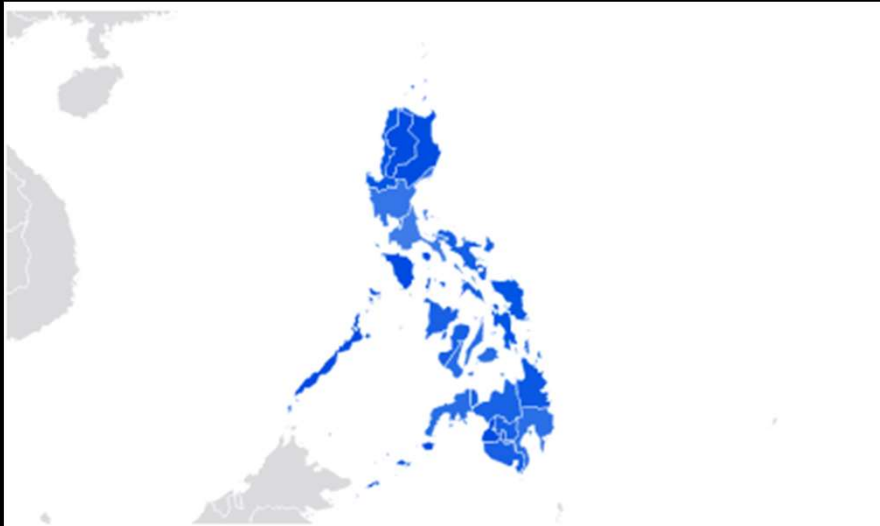


Most of the positivity related to health are not correlated with government actions or with medical treatment but have shifted from acts of charity to personal perseverance and overcoming personal medical condition.

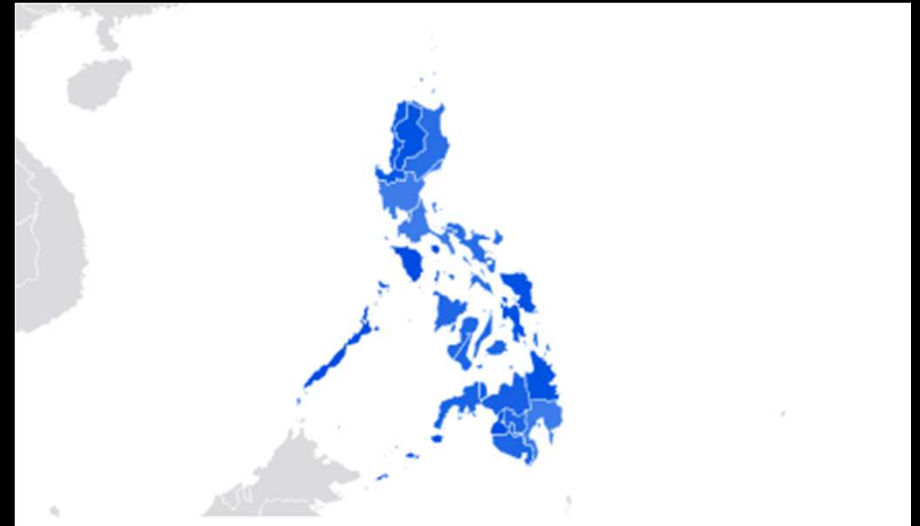
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# Geographic Analysis

Health/kalusugan



90 Days

































30 Days

This issue is a national one and the importance is persistent and overwhelmingly universal. This issue has very little variance region to region.

# Top Media Channel as Influence channel

## Health/kalusugan

Influencers (Health or kalusugan) and Media





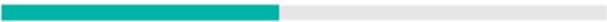














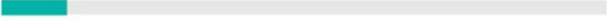


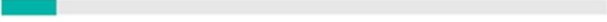







<input type="checkbox"/>	#	Page Name	Post Count	Engagement Score	Connect Influencer
<input type="checkbox"/>	1	 ABS-CBN News	1,454	 531,267.4	
<input type="checkbox"/>	2	 Philippine Star	1,028	 460,280.0	
<input type="checkbox"/>	3	 GMA News	954	 413,224.7	
<input type="checkbox"/>	4	 GMA Public Affairs	98	 181,343.2	
<input type="checkbox"/>	5	 News5	675	 151,001.8	
<input type="checkbox"/>	6	 Rappler	788	 148,917.8	
<input type="checkbox"/>	7	 SunStar Davao	541	 143,702.7	
<input type="checkbox"/>	8	 CNN Philippines	784	 136,648.8	
<input type="checkbox"/>	9	 GO Cavite	488	 128,631.6	
<input type="checkbox"/>	10	 INQUIRER.net	1,115	 94,881.1	

Engagement Score is a calculation of the reader's engagement with the post by modeling lasting effect based on Likes, Shares, and complexity of Comments.

# Top Social Influencers

## Health/kalusugan

Influencers (Health or kalusugan) and -S media

#	Page Name	Post Count	Engagement Score	Connect Influencer
1	 Doc Willie Ong	196	 1,775,427.2	
2	 Calamba City lipeso	66	 813,438.3	
3	 Department of Health (Philippines)	618	 800,378.1	
4	 World Health Organization Philippines	204	 391,355.6	
5	 Doc Liza Ramoso-Ong	129	 276,017.1	
6	 Gabay sa Kalusugan - Dr. Gary Sy	217	 208,120.2	
7	 Isko Moreno Domagoso	132	 193,518.8	
8	 Organic Living	19	 162,815.4	
9	 My Mother Mary	32	 126,615.9	
10	 National Union of Students of the Philippines- Bicol	1	 124,367.8	

Engagement Score is a calculation of the reader's engagement with the post by modeling lasting effect based on Likes, Shares, and complexity of Comments.

# Timeline Analysis Overview

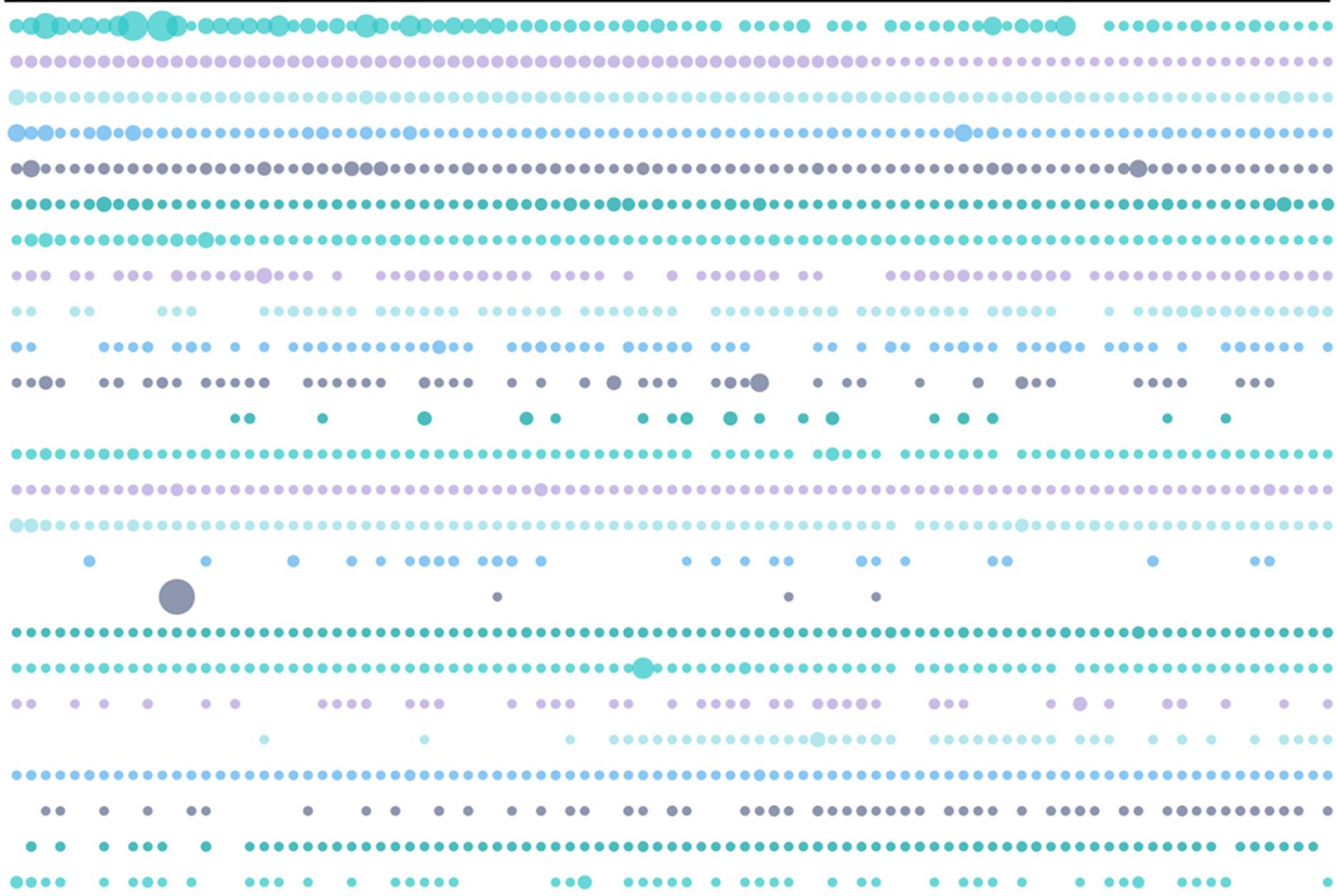
## Health/kalusugan

This national issue dominates all channels and is guaranteed responses. Any policy will be severely cross-examined, but the level of support and opposition is expected to be equal, unless it is to eradicate waste and corruption.

(See Subsequent Diagram)

Timeline visualisation. Each dot represents when a fan page creates a post. The size of the dot represents the degree of influence (as measured by reaction) of the fan page's follower and helps measure each fan page's relative influence to another fanpage.

09/01 09/11 09/21 10/01 10/11 10/21 10/31 11/10 11/20 11/30



- Doc Willie Ong
- Calamba City Iipeso
- Department of Heal...
- ABS-CBN News
- Philippine Star
- GMA News
- World Health Organ...
- Doc Liza Ramoso-Ong
- Gabay sa Kalusugan...
- Isko Moreno Domago...
- GMA Public Affairs
- Organic Living
- News5
- CNN Philippines
- Rappler
- My Mother Mary
- National Union of ...
- SunStar Davao
- GO Cavite
- City Government of...
- PBA
- Aksyon Radyo Iloilo
- Super Radyo Davao
- Philippine Nationa...
- Your Millennial Ps...



# Timeline Analysis of Media Channels

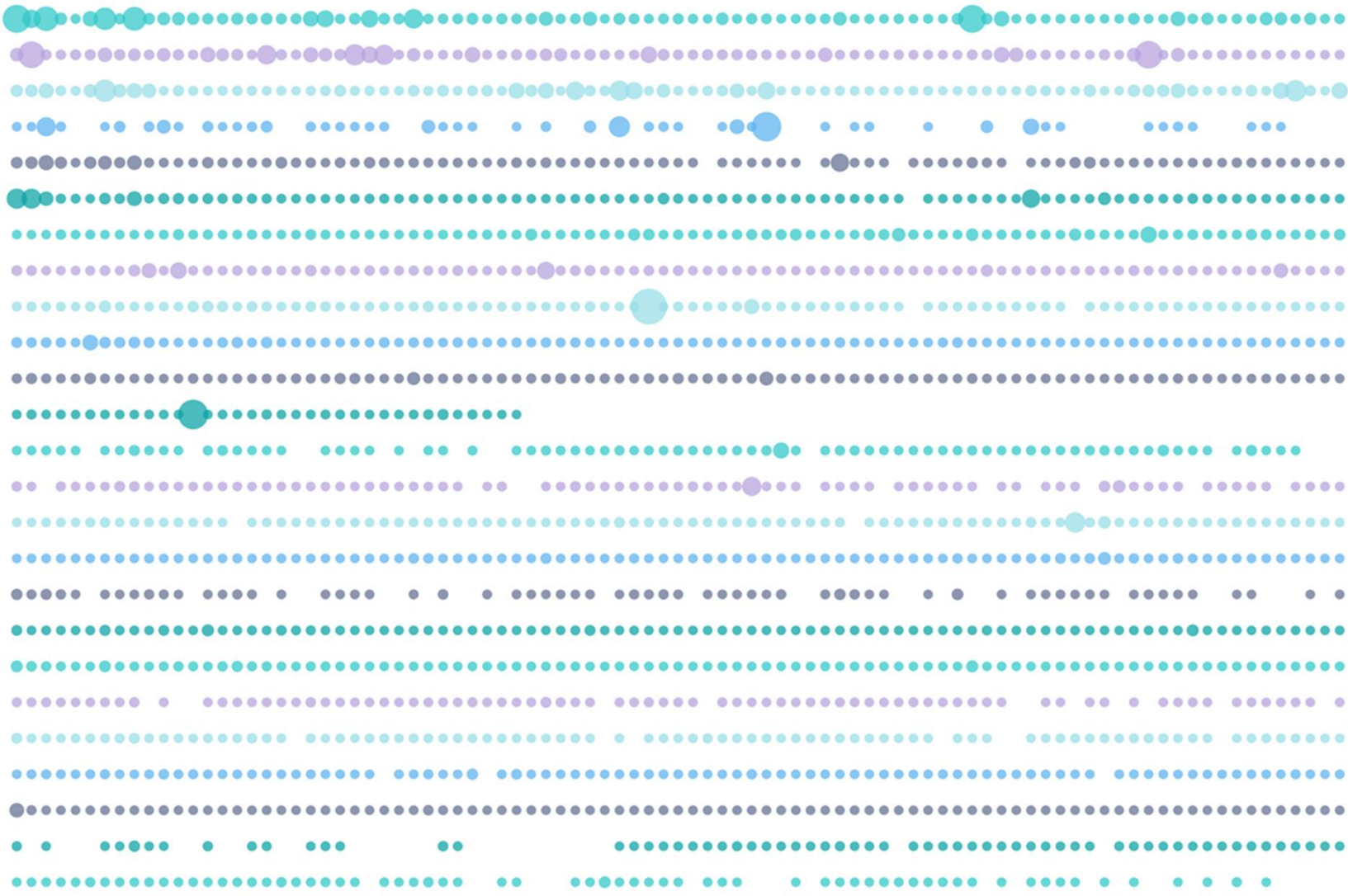
Health/kalusugan

Media channels is 24/7/375 on this issue. No room for effective counter-factual messaging and only publicly acceptable action would be reform.

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- GO Cavite
- INQUIRER.net
- Aksyon Radyo Iloilo
- Go Philippines
- Brigada News Davao
- Superbalita Cebu
- CDN Digital
- Sugbo.ph - Cebu, P...
- Brigada News GenSan
- MANILA BULLETIN
- ANC 24/7
- UNTV News and Resc...
- PTV
- Aksyon Radyo Bacol...
- Philstar.com
- RMN Tacloban
- Bombo Radyo Roxas

# Timeline Analysis of Influencers

## Health/kalusugan

Public officials have crowded out the usual medical influencers as doctors but no significant leader have emerged, and the public interest in these voices are minimal.

(See Subsequent Diagram)

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- Bong Go
- Your Millennial Ps...
- DepEd Philippines
- City Government of...
- PBA
- Super Radyo Davao
- Vico Sotto
- MOCHA USON BLOG
- Quiapo Church
- The Legacy of Miri...
- Unang Hirit
- 24 Oras
- Our Mother of Perp...
- Proud Caviteño

# Top Web Content Reposted

## Health/kalusugan

Link Title	Engagement Score	Source
Photos from GMA News's post	70,771.8	
Photos from ABS-CBN News's post	57,536.0	
Unang Hirit	54,415.6	
Photos from Philippine Star's post	52,394.6	
GMA Public Affairs	41,964.7	
Over 6,000 people in China's Lanzhou test positive for brucellosis, say state media	40,429.1	ABS-CBN News
Go Philippines	22,474.3	
Kinakasama ni Tekla na si Michelle Bana-ag, umatras sa drug test	18,252.9	
Photos from Rappler's post	15,465.5	
Brigada	15,313.3	
Pinoy MD	14,815.7	
Photos from CNN Philippines's post	14,179.7	
Photos from Superbalita Cebu's post	13,826.6	
Photos from News5's post	13,597.4	

# Top Native Facebook Content

HOTPosts

("Health" or "kalusugan")

< 1 2 3 4 5 6 7 8 9 10 >  



National Union of Students of

Warning: Suicide] Wake up, DepEd and CHED! A 21-year-old female student, a resident of Zone 1, Sta. Elena, Iriga City, has died of suicide. According to

#1 Engagement Score: 124,367.8



The Legacy of Miriam Defensor

wants disclosure of public officials' SALN and income in FOI bill Senator Miriam Defensor Santiago wants the disclosure of the statement of assets, liabilities,

#2 Engagement Score: 57,764.7



Doc Willie Ong

Health Guide by Dr Willie Ong

#3 Engagement Score: 57,467.5



GO Cavite

Isang lalaki ang tinatayang nagbisikleta ng may 21-oras mula sa Cavite hanggang sa bayan ng Anda, Pangasinan upang makita ang kaniyang long-distance

#4 Engagement Score: 56,888.8



Doc Willie Ong

Health Guide by Dr Willie Ong

#5 Engagement Score: 51,977.9



Doc Willie Ong

Health Guide by Dr Willie Ong

#6 Engagement Score: 50,654.4



Doc Willie Ong

Health Guide by Dr Willie Ong

#7 Engagement Score: 48,934.8



Proud Caviteño

Proud Caviteño is with Ian Jade Verzo and 4 others. TAGAYTAY CITY, BUKAS NA SA MGA TURISTA Bukas na sa mga turista ang Tagaytay City

#8 Engagement Score: 45,080.3



Doc Willie Ong

Health Guide by Dr Willie Ong

#9 Engagement Score: 44,287.7



Go Philippines

Dr. Li-Meng Yan, a Chinese virologist, who has reportedly gone missing has made a public appearance to make a controversial claim that she has a scientific proof that the coronavirus disease (COVID-19) was man-made

#10 Engagement Score: 43,122.3

# Comment Analysis

## Health/kalusugan

- There is an emerging undercurrent between Western treatment and natural treatment. The use of natural/common treatment seems to undercut the COVID vaccine message.
- Most of the COVID treatment is being spun as motivation for hospital to make money, reinforced by the PhilHealth implosion.

# Data Source

## Health/kalusugan

- Data Collection Date Range (2020/9/1 - 2020/11/30)
- Chart, List and Analysis based on 145,619,020 data points of publicly available information.
- Trend and commentary data are from the Facebook platform with geo-spatial summaries from third party aggregation.



# Policy Potential

## Health/kalusugan

- Most of the public discussion is framed under the shadow of PhilHealth, and any policy changes at this point that has a chance of public support would be reform.
- The public suspicion against the COVID vaccine are starting to be framed as an opportunity for the hospital to make money, generating potential ripple for upcoming vaccination, and COVID related economic and public order issues.