

BIG DATA ANALYTICS

Social Intelligence Report

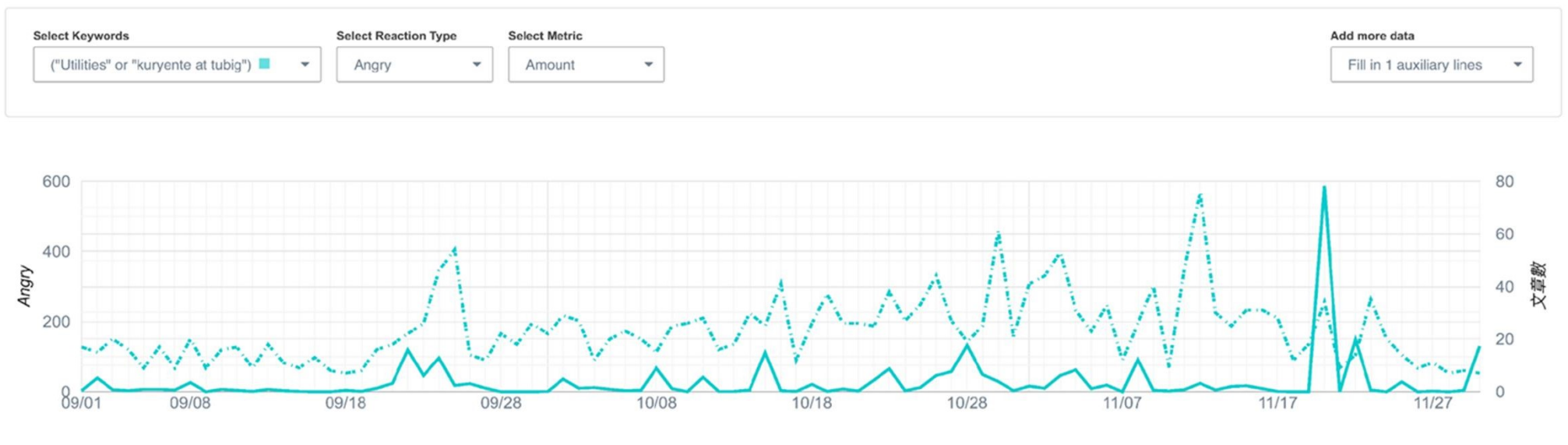
Topical Analysis

Utilities/kuryente at tubig

Blueprint.PH Eero Brillantes 09178509514

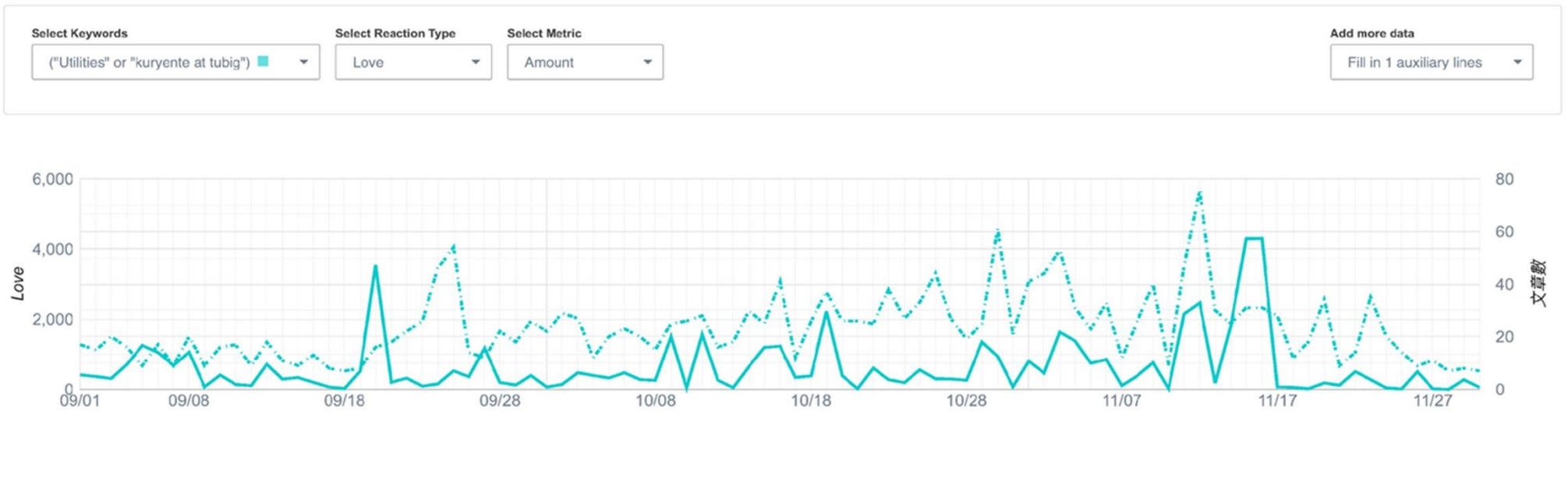
Overview

Utilities/kuryente at tubig



Most of the minor spikes relates to outages as this issue has fallen off people's minds and only anger them when services interrupted.

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.



The positivity are using outages as a way for call to action for political, academic, or operational causes, but not related to the issue.

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Geographic Analysis

Utilities/kuryente at tubig

No sufficient data to show.





















90 Days

30 Days

This issue has national exposure and light interest but it has a few urban hotspots.

Top Media Channel as Influence channel

Utilities/kuryente at tubig































#	Page Name	Post Count	Engagement Score	Connect Influencer
1	 GMA News	12	3,447.2	
2	 ABS-CBN News	11	2,174.6	
3	 Aksyon Radyo Iloilo	7	1,824.0	
4	 UNTV News and Rescue	1	1,235.7	
5	 INQUIRER.net	5	720.3	
6	 Daily Guardian	10	590.5	
7	 101.5 Brigada News FM Sorsogon	4	451.6	
8	 Trivia & Facts	1	387.7	
9	 PTV	4	350.9	
10	 The Visayan Daily Star	6	342.7	

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

Utilities/kuryente at tubig

Influencers (Utilities of kuryente at tubig) and - Social Media

#	Page Name	Post Count	Engagement Score	Connect Influencer
1	 National Grid Corporation of the Philippines	79	 9,842.7	
2	 Holy Rosary Parish - Pisamban Maragul	61	 8,630.7	
3	 Marikina PIO	1	 5,231.3	
4	 PIA Sorsogon	5	 4,959.9	
5	 Erwin Tulfo	1	 3,308.4	
6	 Senator Imee R. Marcos	3	 3,069.2	
7	 BulSU Student Government	1	 3,034.5	
8	 Isko Moreno Domagoso	3	 2,940.2	
9	 Lalawigan ng Rizal (Official)	2	 2,588.5	
10	 DYHB Tatak RMN Page	2	 2,204.6	

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Timeline Analysis Overview

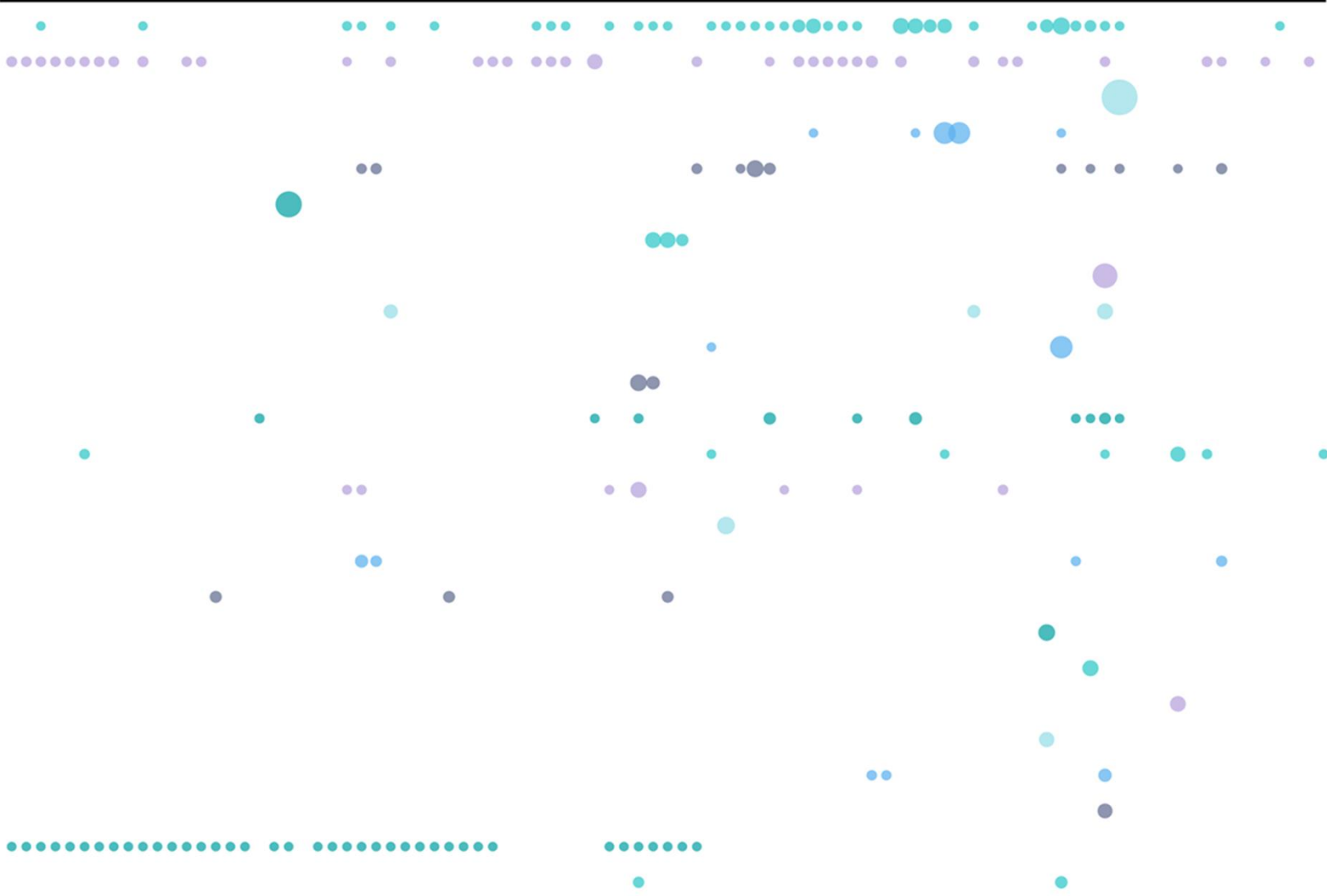
Utilities/kuryente at tubig

The issue, at this point, is driven by reporting of outages and as a consequence of the typhoons.

(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



- National Grid Corp...
- Holy Rosary Parish...
- Marikina PIO
- PIA Sorsogon
- GMA News
- Erwin Tulfo
- Senator Imee R. Ma...
- BulSU Student Gove...
- Isko Moreno Domago...
- Lalawigan ng Rizal...
- DYHB Tatak RMN Page
- ABS-CBN News
- Public Information...
- Aksyon Radyo Iloilo
- GMA Pinoy TV
- 24 Oras
- LGU - Tacurong
- MOCHA USON BLOG
- Grace Poe
- UNTV News and Resc...
- The Global Filipin...
- Ferdie Estrella
- STAND BulSU
- AlmuSalita by Fr. ...
- Bong Go

Timeline Analysis of Media Channels

Utilities/kuryente at tubig

The reporting shows sporadic outage reported and has limited interest from the public.

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- PTV
- The Visayan Daily ...
- 93.5 Brigada News ...
- Philippine Star
- Pasada Rinconada C...
- The Bohol Chronicle
- Marinong Pilipino
- News5
- 103.1 Brigada News...
- Negros Daily Bulle...
- Nueva Ecija TV48
- MANILA BULLETIN
- Super Radyo Iloilo
- Asintado Sa Radyo
- Spookify
- Bombo Radyo Bacolod
- Aksyon Radyo Bacol...

Timeline Analysis of Influencers

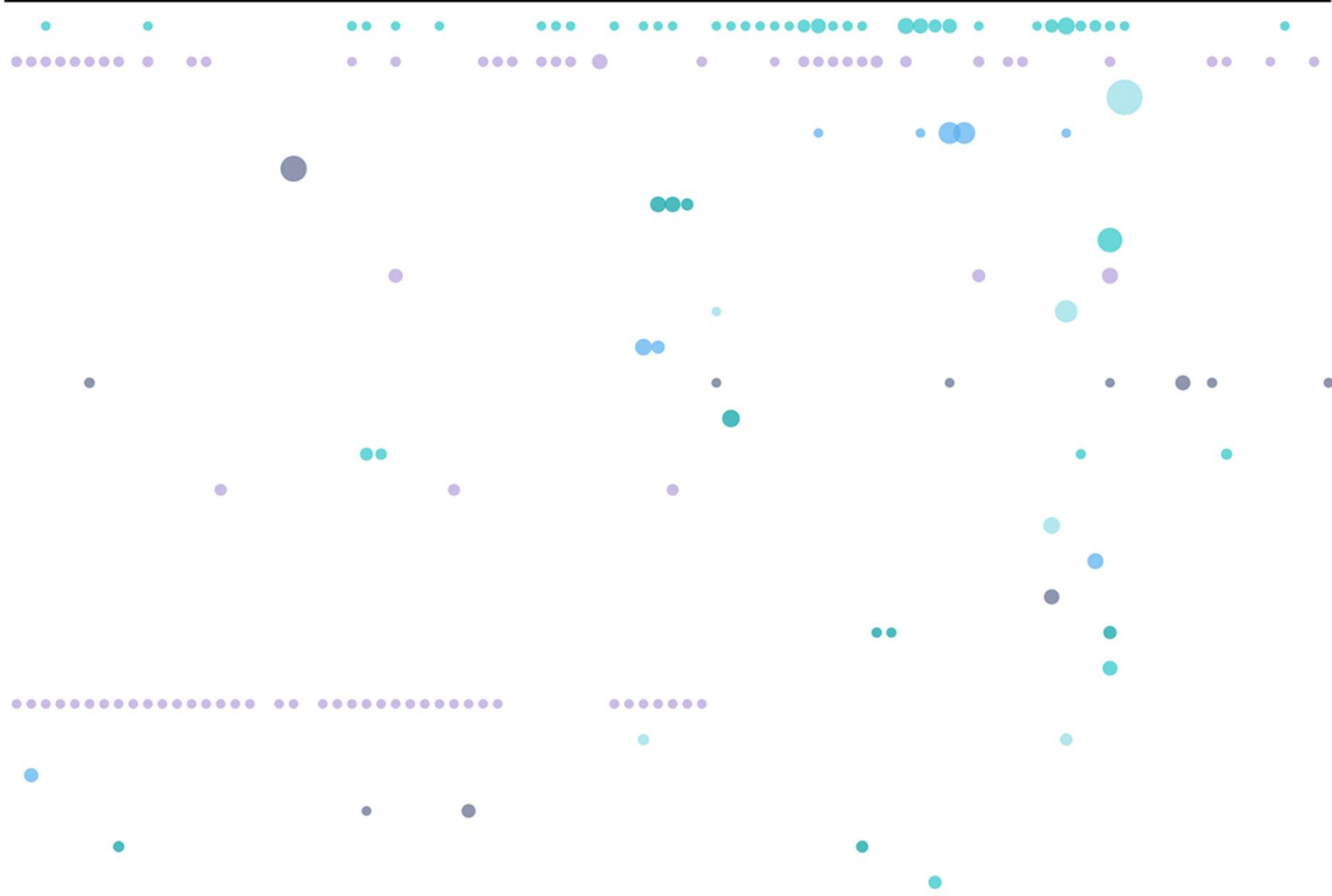
Utilities/kuryente at tubig

The lack of interest from the influencers and the public is visible from the media and social media space being occupied by government and business entities.

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- AlmuSalita by Fr. ...
- Bong Go
- Philippine Social ...
- Bacolod City PIO
- The Legacy of Miri...
- Luminous by Trixie...

Top Web Content Reposted

Utilities/kuryente at tubig

HOTLINKS

Link Title	Engagement Score	Source
Photos from Isko Moreno Domagoso's post	2,940.2	Isko Moreno Domagoso
Photos from PIA Sorsogon's post	2,463.7	
GMA Pinoy TV	1,487.1	
Sen. Bong Go	1,430.2	
Ilang evacuee sa Bulacan, pinagbabayad umano ng ginamit na kuryente at tubig	1,358.4	
Photos from Grace Poe's post	1,289.7	
Photos from Public Information Office - City of Baguio's post	1,114.0	
Photos from Ferdie Estrella's post	1,108.0	
Ca-191 Cafiestan ning Nuestra Señora del Santissimo Rosario La Naval de Angeles	1,097.1	
Paniningil sa mga basic utility kabilang ang internet connection, iminumungkahi na umpisahan na lang sa January 2021	913.0	
Photos from LGU Iligan City's post	750.5	
Snowstorm sa Vladivostok, Russia GMAnewsfeed	688.5	
Photos from ABS-CBN News's post	657.5	
Photos from AlmuSalita by Fr. Luciano Felloni's post	593.6	
Photos from PAWSsion Project's post	567.1	

Top Native Facebook Content

Utilities/kuryente at tubig

HOTPosts

("Utilities" or "kuryente at tubig")

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



Marikina PIO

#AbisoMarikenyo Dahil sa laki ng pinsala na dulot ng bagyong Ulysses, maraming lugar pa ang may makapal na putik, walang kuryente at tubig, unstable ang

#1 Engagement Score: 5,231.3 



Erwin Tulfo

Erwin Tulfo is with Nieves Lui and 7 others. WALANG PAMBILI NG PAGKAIN? KAILANGAN NG MAINTENANCE MEDICINE? HINDI PA NAKAKABAYAD NG

#2 Engagement Score: 3,308.4 



BulSU Student Government

PANAWAGAN: Suspendihin ang klase hanggang Nobyembre 27! Kanina, habang ang maraming bayan sa Bulacan at karatig lalawigan ay nanatiling lubog sa

#3 Engagement Score: 3,034.5 



Lalawigan ng Rizal (Official)

ANUNSYO #WalangPasok #AlertoAngRizal #UlyssesPH Sa ulat ng ating mga Responders at mga Frontliners sa ibat ibang lugar sa ating lalawigan, marami

#4 Engagement Score: 2,577.6 



PIA Sorsogon

POWER RESTORATION UPDATE: SORECO 1 & SORECO DOS LINES ARE NOW READY TO BE RE-ENERGIZED BY NGCP. NGCP &

#5 Engagement Score: 2,482.4 



PIA Sorsogon

POWER RESTORATION INFO FROM GOVERNOR CHIZ ESCUDERO. Umabot sa 44 na towers ng NGCP ang nasira o di kaya punatumba ng Super

#6 Engagement Score: 2,463.7 



GMA Pinoy TV

GMA Pinoy TV is with Sev Sev Ducay and Lek Yam. Mga overseas remote workers, puwedeng maging residente sa Dubai, UAE! Ang remote worker

#7 Engagement Score: 1,609.2 



GMA News

Are you a remote worker who plans to live in Dubai, United Arab Emirates? This might be the chance you're waiting for! Mga overseas remote workers,

#8 Engagement Score: 1,487.1 



DYHB Tatak RMN Page

GOOD NEWS. Wala ka nakabayad sang imo bill sa kuryente bangod wala ka pa sang inugbayad? Gin-announce kahapon sang DOE paagi sa

#9 Engagement Score: 1,434.7 



MOCHA USON BLOG

Sen. Christopher Bong Go, various government agencies assist typhoon victims in Bato Catanduanes Posted by: admin ain Bong Go, various concerned

#10 Engagement Score: 1,430.2 

Comment Analysis

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- The commenters are issuing this issue as a space to air social grievances; anti-China sentiment,, recall to Marcos era, complaints about the government budgetary priorities.

Data Source

Utilities/kuryente at tubig

- Data Collection Date Range (2020/9/1 - 2020/11/30)
- Chart, List and Analysis based on 795,602 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

Utilities/kuryente at tubig

- This issue, with the exception of rebate or deferred payment, will be lightning rod for social unrest, especially during this COVID period and prior to Christmas.