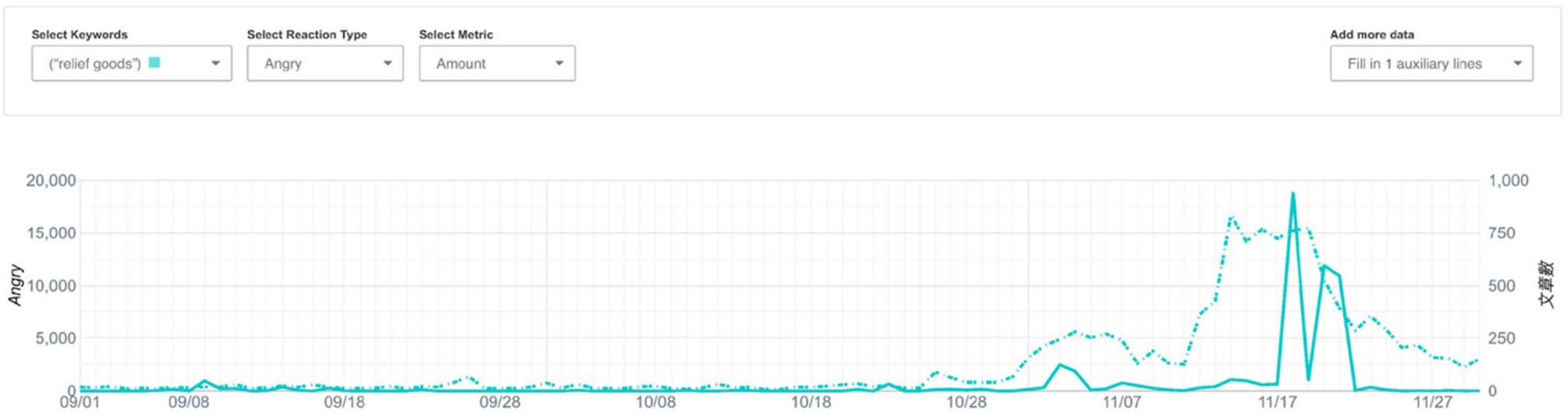# Social Intelligence Report Topical Analysis

Relief goods

Blueprint.PH
Eero Brillantes
**09178509514**

Overview

Relief goods

The negative spike is caused by PRRD's speaking against VP Leni.

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.
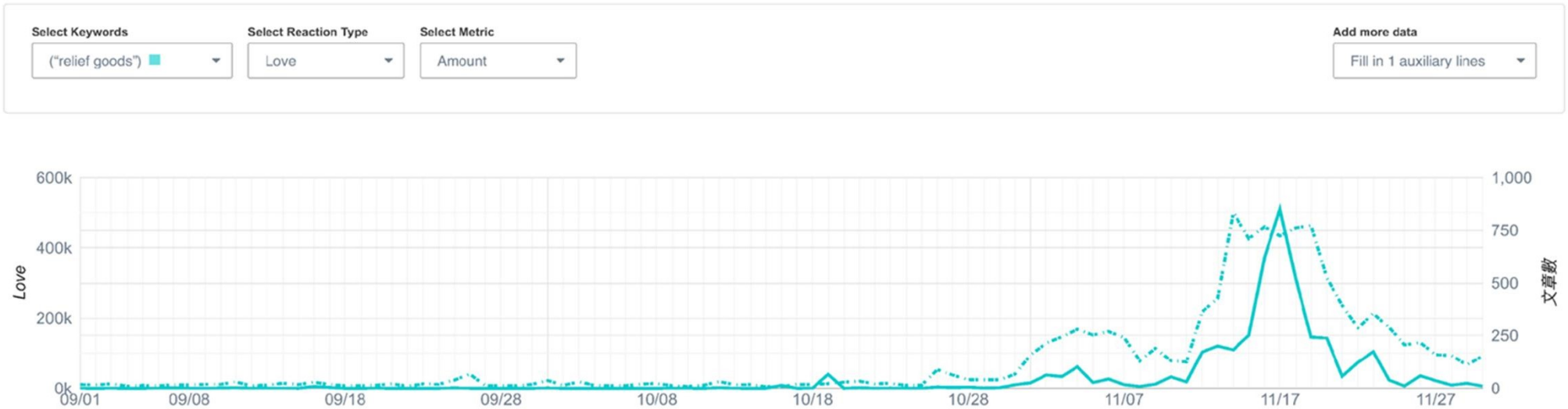
Most of the positivity is driven by relief events that were made aware and amplified by the media content. The trigger events were all private. The relief is as much a managed performance as it is an act of charity.
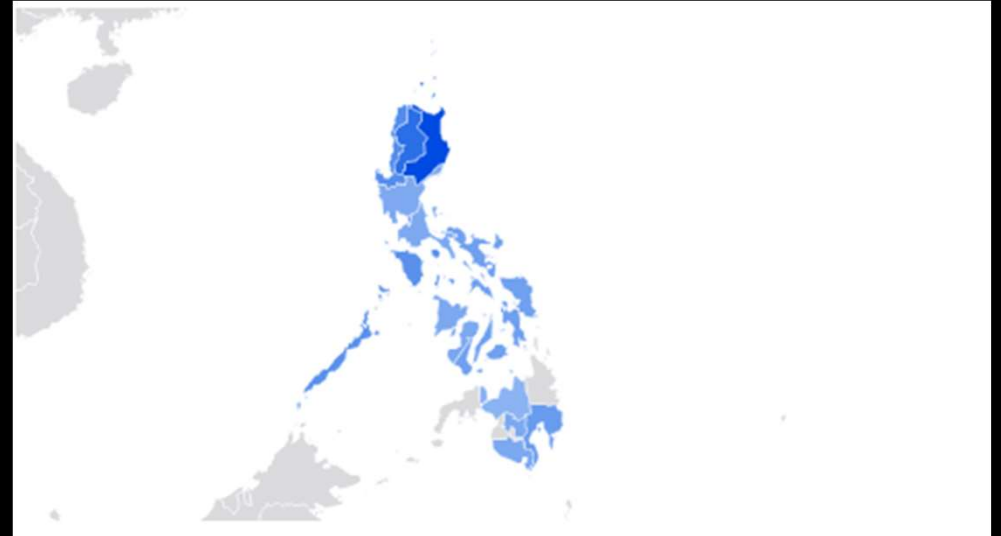
The diagram visualises the relationship between social media content and communal reaction. The solid line represents the amount of emotive reaction on a given day and the scale is on the left-hand side. The dashed line represents the number of posts for the day and the scale is on the right-hand side.

Geographic Analysis

Relief goods

90 Days
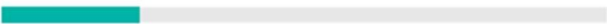
30 Days

The issue is very regional with only minor concerns from other areas.

Top Media Channel as Influence channel
Relief goods

Influencers

	#	Page Name	Post Count	Engagement Score		Connect Influencer
☐	1	ABS-CBN News	60		60,628.7	💬
☐	2	News5	66		43,987.5	💬
☐	3	Philippine Star	59		38,748.7	💬
☐	4	Rappler	32		34,154.9	💬
☐	5	GMA News	55		32,893.5	💬
☐	6	Definitely Filipino	13		26,001.2	💬
☐	7	pep.ph	10		21,065.5	💬
☐	8	PTV	44		19,303.7	💬
☐	9	ABS-CBN	10		13,923.6	💬
☐	10	INQUIRER.net	29		13,880.6	💬

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
Relief goods

	#	Page Name	Post Count	Engagement Score		Connect Influencer
☐	1	GHOST Wrecker	7	▬▬▬▬▬▬▬▬▬▬▬▬▬	73,413.2	🗪
☐	2	The Hungry Syrian Wanderer	3	▬▬▬▬▬▬▬▬▬▬	56,275.0	🗪
☐	3	Cynthia A. Villar	16	▬▬▬▬▬▬▬	41,689.4	🗪
☐	4	Cagayan Provincial Information Office	45	▬▬▬▬▬▬	38,389.1	🗪
☐	5	Anthony Leodones	1	▬▬▬▬▬▬	37,414.7	🗪
☐	6	Presidential Communications (Government of the Philippines)	35	▬▬▬▬	25,423.1	🗪
☐	7	Lloyd Cafe Cadena	2	▬▬▬▬	25,405.5	🗪
☐	8	Asec. Goddes Hope Libiran	29	▬▬▬	23,222.5	🗪
☐	9	Jennylyn Mercado	11	▬▬▬	21,773.4	🗪
☐	10	My Mother Mary	1	▬▬▬	19,383.9	🗪

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

Relief goods

The issue is driven by event, and is covered by all venues.

(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 |
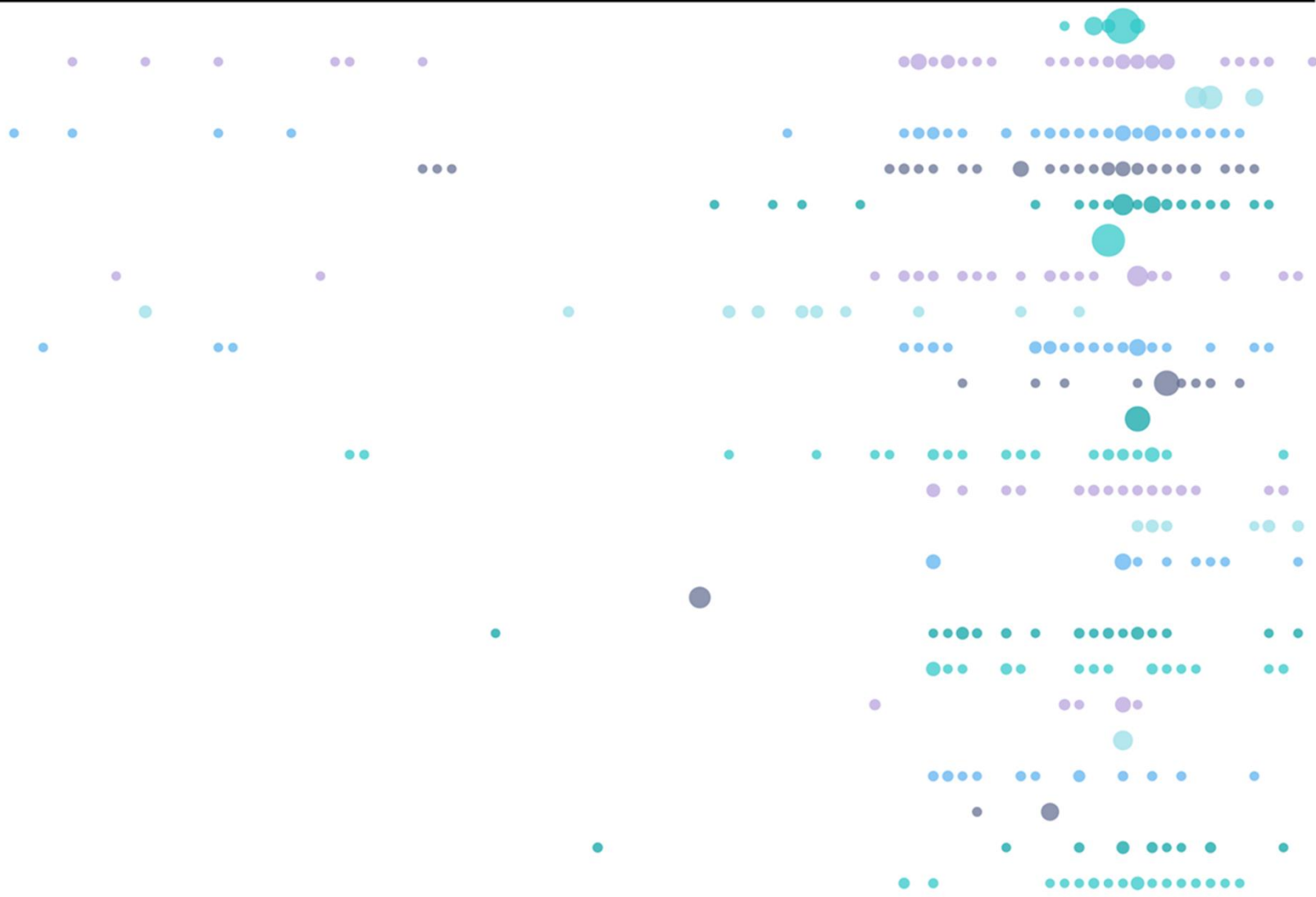
GHOST Wrecker
ABS-CBN News
The Hungry Syrian ...
News5
Philippine Star
Cagayan Provincial...
Anthony Leodones
Rappler
Cynthia A. Villar
GMA News
Definitely Filipino
Lloyd Cafe Cadena
Presidential Commu...
Asec. Goddes Hope ...
Jennylyn Mercado
pep.ph
My Mother Mary
PTV
Department of Tran...
Kapamilya Online W...
Donnalyn Bartolome
Philippine Coast G...
Pasig City Public ...
ABS-CBN
INQUIRER.net

Timeline Analysis of Media Channels

Relief goods

The episodic but coordinated media interest shows there is a general lack of sustained interest in this issue.

(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.

Timeline chart showing media coverage by outlet from 09/01 to 11/30

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

Media outlets (top to bottom):
- ABS-CBN News
- News5
- Philippine Star
- Rappler
- GMA News
- Definitely Filipino
- pep.ph
- PTV
- ABS-CBN
- INQUIRER.net
- Push
- Philstar.com
- Kami.com.ph
- Radyo Natin Virac
- Maria Sinukuan Cre...
- UNTV News and Resc...
- Philippine News Ag...
- Bicol Today
- WOW - Cordillera
- The Northern Forum...
- Samok
- Pilipino Star Ngay...
- Pampanga PIO
- Veritas846.ph
- CNN Philippines

Timeline Analysis of Influencers

Relief goods

There is lack of social reaction and sustained public interest . (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

GHOST Wrecker
The Hungry Syrian ...
Cynthia A. Villar
Cagayan Provincial...
Anthony Leodones
Presidential Commu...
Lloyd Cafe Cadena
Asec. Goddes Hope ...
Jennylyn Mercado
My Mother Mary
Department of Tran...
Kapamilya Online W...
Donnalyn Bartolome
Philippine Coast G...
Pasig City Public ...
Vico Sotto
MOCHA USON BLOG
Radyo Pilipinas Ca...
Philippine Nationa...
MFC Kids
Philippine Navy
Angel Locsin
Doc Willie Ong
Margaux "Mocha" Us...
VP Leni Robredo

Top Web Content Reposted

Relief goods

HOTLinks

Link Title	Engagement Score	Source
Photos from The Hungry Syrian Wanderer's post	42,666.1	
Photos from Cagayan Provincial Information Office's post	35,341.3	
Photos from GHOST Wrecker's post	33,494.9	
Bayanihan Laban Covid-19	33,106.5	
Photos from News5's post	22,376.7	
Photos from Philippine Star's post	21,992.1	
Photos from ABS-CBN News's post	21,706.3	
Photos from Lloyd Cafe Cadena's post	20,990.3	
Photos from Asec. Goddes Hope Libiran's post	19,498.0	
Photos from Kapamilya Online World's post	16,582.2	
Photos from Donnalyn Bartolome's post	16,529.1	
Photos from Department of Transportation - Philippines's post	15,002.8	
Photos from Rappler's post	14,884.5	
Lalaki sa trending na larawan, inulan ng tulong	14,275.0	Definitely Filipino

Top Native Facebook Content

Relief goods

Anthony Leodones

inaayos na po namin ang mga relief goods para sa mga nasalanta sana kahit papaano makatulong to sa mga nangangailangan.. sa mga nag

#1 Engagement Score: 37,414.7

GHOST Wrecker

SHARE MO LANG OR PISO MO LANG MALAKING TULONG NA As of now naka likom po tayo ng kulang kulang 700k galing sa mga taong nag bigay tulong

#2 Engagement Score: 24,620.1

The Hungry Syrian Wanderer

🇵🇭 Good Morning mga Tao 🥰 sobrang aga natin, today's mission is to deliver relief goods in Rizal & Marikina along the way. We did our best to fill up as much
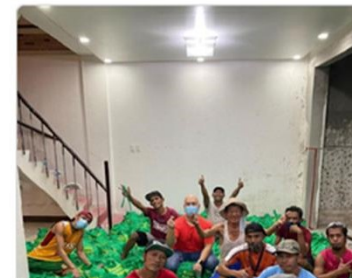
#3 Engagement Score: 22,840.9

Lloyd Cafe Cadena

Bilang pagpapatuloy sa nasimulan ni Lloyd, kami po ng aming pamilya ay lumapit sa local na brgy ng Rizal upang ipamahagi ang relief goods para

#4 Engagement Score: 20,990.3

The Hungry Syrian Wanderer

The Hungry Syrian Wanderer is at YOLO Retro Diner PH. 🇵🇭 Yeyemenin style relief goods (pampa good vibes for our Kababayan affected by the flood).

#5 Engagement Score: 19,825.2

My Mother Mary

THE TREMENDOUS VALUE OF THE HOLY MASS At the hour of death the masses you have heard will be your greatest consolation. Every mass will go
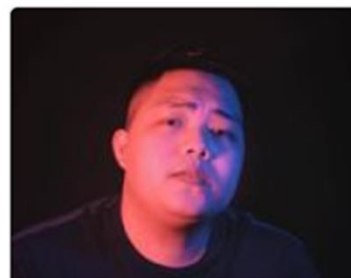
#6 Engagement Score: 19,383.9

Donnalyn Bartolome

To all my rescue angels, we've collected P708,142.38 as of this hour for Influence Us I can finally sleep knowing I've done everything I can and reached out
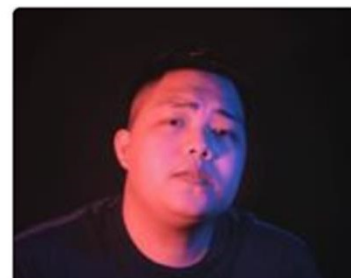
#7 Engagement Score: 16,529.1

GHOST Wrecker

I'm truly humbled by this!! SALAMAT Air Asia!!! Lalo na boss Jojo Quiamas Ray Cauilan Berja and of course boss Ricky Isla!!! Dahil jan, not only 5 cessna

#8 Engagement Score: 14,581.1

GHOST Wrecker

Lilinawin ko lang po. Hindi ako makakapunta sa cagayan. Bukod sa wala naman akong magagawa don eh may protocol, may pandemya pa po. Sumusunod

#9 Engagement Score: 14,471.8

Definitely Filipino

Nag-trending kamakailan ang larawan ng isang lalaki na sinuklian ng matamis na ngiti ang natanggap na biyaya mula sa isang grupo na nagsagawa ng

#10 Engagement Score: 14,272.4

Comment Analysis

Relief goods

- Focus is on helping those who needs relief goods, and coordinating collective actions.

Data Source

Relief goods

- Data Collection Date Range (2020/9/1 - 2020/11/30)

- Chart, List and Analysis based on 17,312,517 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

Relief goods

- The issue is very event-driven. It can be transformed into long term policy especially on preparedness, relief, rehab, resilience, reconstruction.