



BLUEPRINT.PH

# Social Intelligence Report Topical Analysis

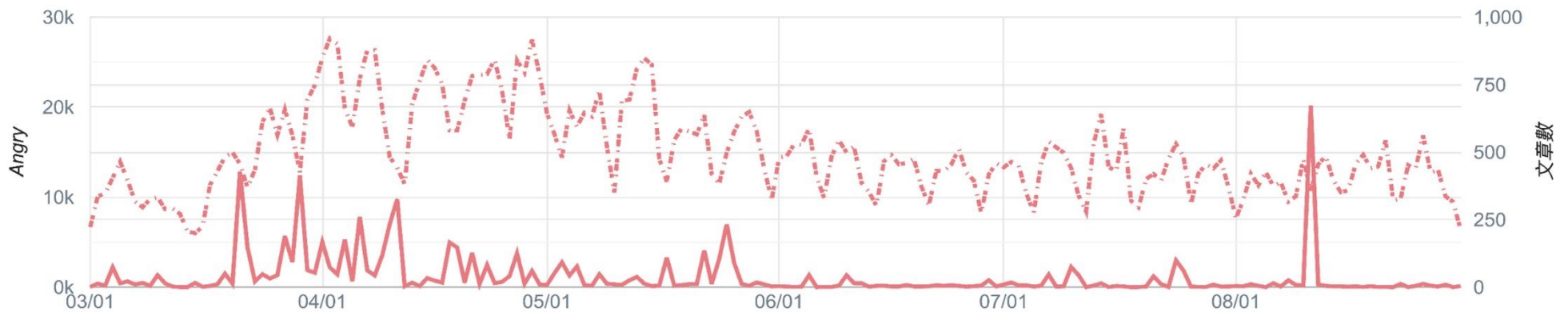
## Rice/Bigas

Blueprint.PH  
Eero Brillantes  
09178509514

# Overview

## Rice/Bigas

Select Keywords: ("Rice" or "Bigas") ■   
Select Reaction Type: Angry   
Select Metric: Amount   
Add more data:

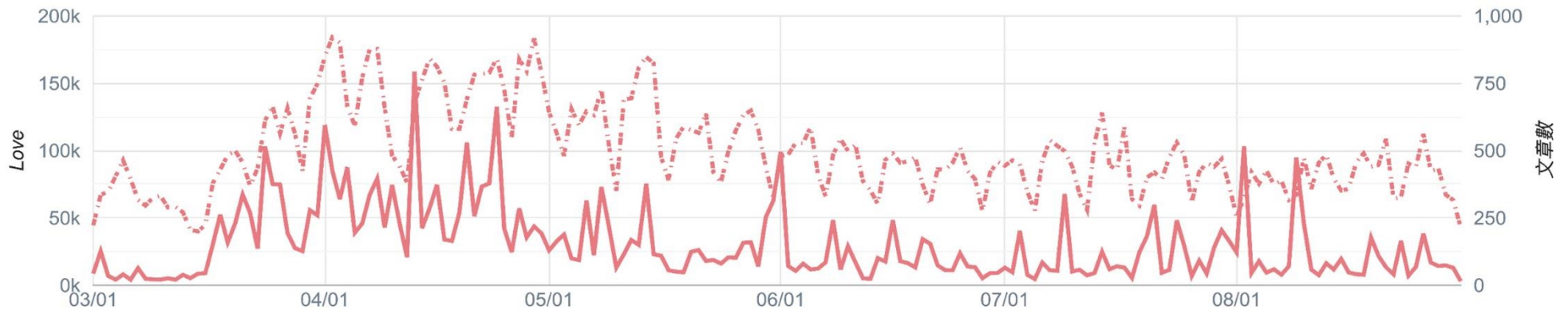


The anger level's correlation has dropped over time, but still able to spike without corresponding news, suggesting the public's fatalistic over the issue.

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.

## Reaction over time

Select Keywords: ("Rice" or "Bigas")  
Select Reaction Type: Love  
Select Metric: Amount  
Add more data: Fill in 1 auxiliary lines



The positivity and its correlation with media exposure suggest that the public can be made more optimistic with media content, but the decreasing gap between positive and negative emotions and decreasing positivity despite constant media indicates a social slide towards pessimism.

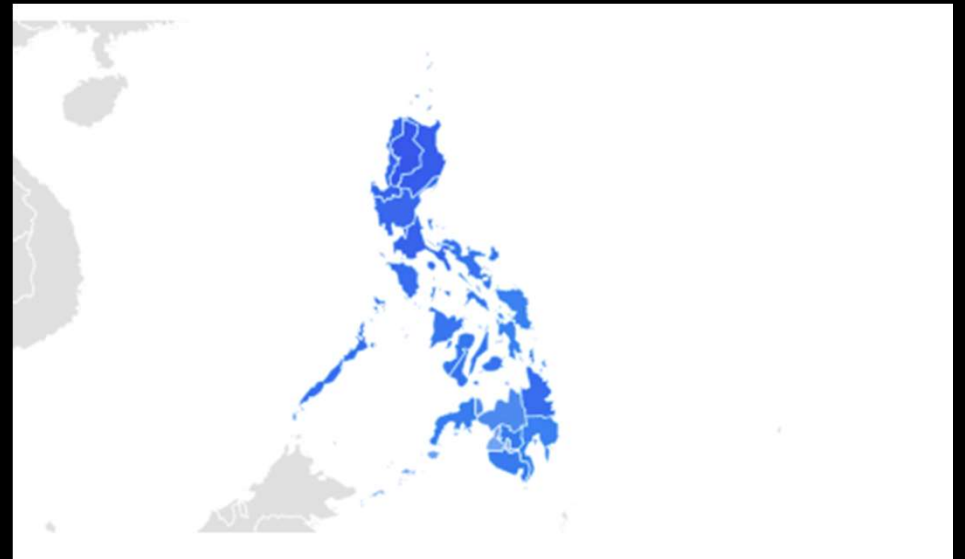
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# Geographic Analysis

## Rice/Bigas



90 Days





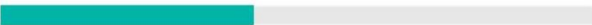

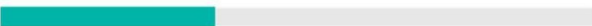
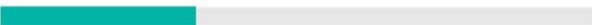





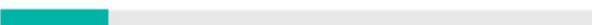






30 Days

This issue is a national one and the importance is persistent and overwhelmingly universal. The equally distributed density also suggests the essential nature of this issue and any changes will reverberate through the entire political system.

# Top Media Channel as Influence channel





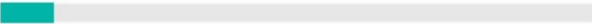








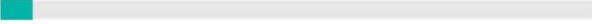


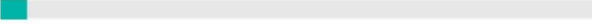


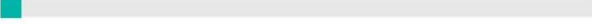


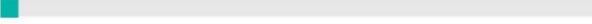







## Rice/Bigas

<input type="checkbox"/>	#	Page Name	Post Count	Engagement Score	Connect Influencer
<input type="checkbox"/>	1	GMA News	53	 128,808.6	
<input type="checkbox"/>	2	Philippine Star	41	 69,085.1	
<input type="checkbox"/>	3	What To Eat PH	81	 54,893.7	
<input type="checkbox"/>	4	GMA Public Affairs	12	 46,507.5	
<input type="checkbox"/>	5	Simpol	30	 42,355.7	
<input type="checkbox"/>	6	Cookat	19	 37,021.0	
<input type="checkbox"/>	7	Rappler	39	 32,084.0	
<input type="checkbox"/>	8	News5	15	 23,393.3	
<input type="checkbox"/>	9	ABS-CBN News	32	 22,116.5	
<input type="checkbox"/>	10	INQUIRER.net	44	 13,449.4	

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

## Rice/Bigas

<input type="checkbox"/>	#	Page Name	Post Count	Engagement Score	Connect Influencer
<input type="checkbox"/>	1	 Kawaling Pinoy Recipe Blog	119	 276,475.8	
<input type="checkbox"/>	2	 Casa Baluarte	56	 24,906.7	
<input type="checkbox"/>	3	 ForkSpoonManila	35	 19,907.3	
<input type="checkbox"/>	4	 Samsam Gullas	5	 16,116.5	
<input type="checkbox"/>	5	 Tata Lino	1	 15,001.2	
<input type="checkbox"/>	6	 BecomingFilipino	9	 12,416.3	
<input type="checkbox"/>	7	 Doctor Willie Ong	23	 9,785.8	
<input type="checkbox"/>	8	 Tara Sa South	28	 8,389.2	
<input type="checkbox"/>	9	 Isko Moreno Domagoso	4	 7,189.7	
<input type="checkbox"/>	10	 Davao Food Guide	18	 7,131.0	

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

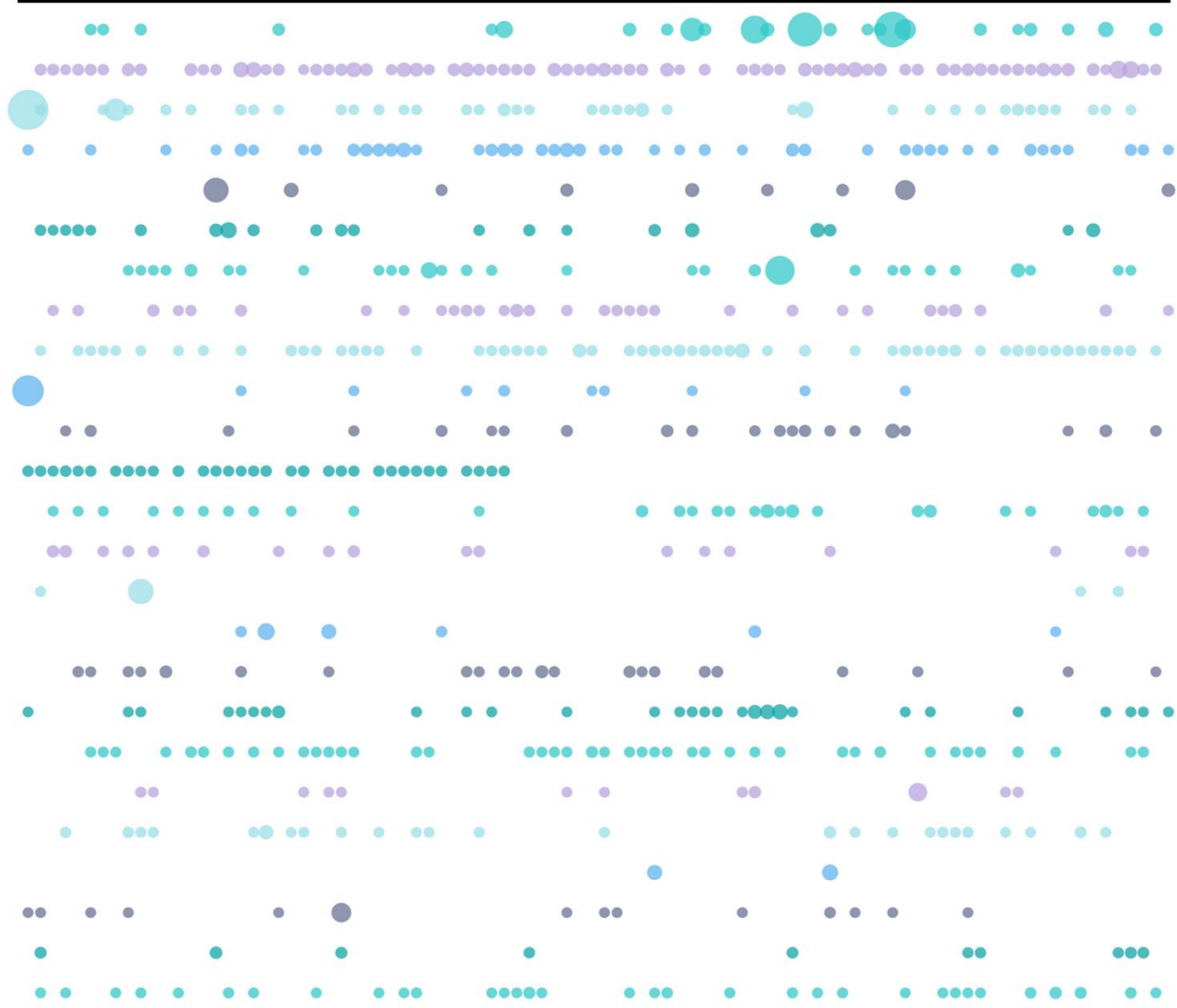
## Rice/Bigas

This issue, at current, is a flashpoint for other issues, and can potentially become viral as an accelerant but does not seem to be able to start the social crisis by itself.

(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.

06/01 06/11 06/21 07/01 07/11 07/21 07/31 08/10 08/20 08/30



- Doc Willie Ong
- Kawaling Pinoy Rec...
- GMA News
- Simpol
- 9GAG
- Panlasang Pinoy
- Philippine Star
- MannyPiñol
- What To Eat PH
- GMA Public Affairs
- Doc Liza Ramoso-Ong
- Yul Servo Nieto
- UCnian Freedom Boa...
- Cookat
- Mang Inasal Philip...
- MAGGI
- Chef Ron Bilaro
- Rappler
- Casa Baluarte
- News5
- ABS-CBN News
- GHOST Wrecker
- Booky
- Chef RV Manabat
- ForkSpoonManila



# Timeline Analysis of Media Channels

Rice/Bigas

Media channels now report this issue more as human interest stories rather than a deeply ingrained issue, and it lacks resonance in other corners of the media landscape.(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.

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- GMA News
- Philippine Star
- What To Eat PH
- GMA Public Affairs
- Simpol
- Cookat
- Rappler
- News5
- ABS-CBN News
- INQUIRER.net
- Yummy PH
- Iloilo Metropolita...
- CNN Philippines
- Superbalita Cebu
- The Palawan Star
- Usap lang
- 9GAG Cute
- Oppanology
- Spookify
- Pepe News
- Sugbo.ph - Cebu, P...
- Definitely Filipino
- Kilab Multimedia
- ILoveKStars
- Brigada News GenSan

# Timeline Analysis of Influencers

Rice/Bigas

While this issue has a deep trigger for some part of the public, most influencers have not had a persistent stake and investment in this.

(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.

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- Kawaling Pinoy Rec...
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- Tata Lino
- Samsam Gullas
- BecomingFilipino
- Doctor Willie Ong
- Tara Sa South
- Isko Moreno Domago...
- Davao Food Guide
- Erwan Heussaff
- True friend ...
- LizQuen
- Jocell Vistan
- Arlene B. Arcillas
- Korina Sanchez - R...
- Dr Willie Ong's He...
- Baba Yap
- Raffy Tulfo in Act...
- Darren Espanto
- Hugot Patama Quotes
- Modern Nanay
- Luminous by Trixie...
- DYOSA POCKOH
- Kimpoi Feliciano

# Top Web Content Reposted

## Rice/Bigas

HOTLinks

("Rice" or "Bigas")


Link Title	Engagement Score	Source
Doc Willie Ong	63,086.6	Doc Willie Ong
GMA Public Affairs	43,021.0	GMA News
Photos from Philippine Star's post	42,072.3	Philippine Star
Covid: Palala ng Palala sa Pinas	36,004.8	Doc Willie Ong
Bernadette Reyes	31,821.8	
Barked	29,524.9	Sire Arevalo
KILALANIN: May-ari ng apartment, 'di na naningil ng renta habang ECQ, namigay pa ng bigas	25,183.1	GMA News
Photos from MannyPiñol's post	25,081.1	MannyPiñol
Uncle Roger Meets Fried Rice Chef And Reviews Her Cooking Skills In Person	19,595.5	9GAG
Photos from Booky's post	18,432.7	Booky
Photos from News5's post	17,018.6	News5
Panlasang Pinoy	14,612.7	Pa Like Naman, Panlasang Pinoy
LatestChika.com	14,069.0	
Photos from 9GAG's post	13,308.4	

# Top Native Facebook Content

## Rice/Bigas

HOTPosts ("Rice" or "Bigas") < 1 2 3 4 5 > 🗑️ 📄

**Batch 4 : 106 Sako Bigas  
2700 Vitamins  
Wawa Montalban**




**Doc Willie Ong**

Doc Willie Ong is with Rima Akter and 2 others. SANA ALL... Baka sa inyong lugar ang susunod na mabibigyan... "Hindi Madadala sa Hukay ang Kayamanan. Mas

#1 Engagement Score: 52,317.8

**BATCH 3 DONATION: CAVITE  
105 SAKO BIGAS, 2400 VITAMINS**




**Doc Willie Ong**

Doc Willie Ong is with Renz Ryan Barcena II and 23 others. Huling Baraha na! Wala na ako makitang good news. Kaya tayo na dapat gumawa ng Good News... Ang

#2 Engagement Score: 45,756.7


**“**  
Pagkain pa lang, mahirap na eh. "Yun pa ba namang magbabayad ka ng bahay? Kung kailan tayo magsisimulang magtrabaho, doon ka lang magsisimulang magbayad. Hindi 'yun utang. "Yun ay tulong!"  
**HARY ANN ILAGAN**



**GMA Public Affairs**

Isang landlady mula Lipa, Batangas ang inilibre ang tatlong buwang renta ng mga umuupa sa kanya. Nagpamigay pa siya ng bigas sa pitong apartment units! Sana all! |

#3 Engagement Score: 42,437.3




**Philippine Star**

The staff of a fast food restaurant in Pampanga gave free food to man who only ordered a cup of rice and water. According to uploader Earl Archievan Calixtro, he noticed that

#4 Engagement Score: 38,295.1

**“**  
Pagkain pa lang, mahirap na eh. "Yun pa ba namang magbabayad ka ng bahay? Kung kailan tayo magsisimulang magtrabaho, doon ka lang magsisimulang magbayad. Hindi 'yun utang. "Yun ay tulong!"  
**HARY ANN ILAGAN**




**GMA News**

Isang landlady mula Lipa, Batangas ang inilibre ang tatlong buwang renta ng mga umuupa sa kanya. Nagpamigay pa siya ng bigas sa pitong apartment units! Isang

#5 Engagement Score: 38,012.2

**COVID  
PALALA NG  
PALALA SA  
PINAS**




**Doc Willie Ong**

Palala ng Palala sa Pinas Possible Hindi na Mapigil Heto Kailangan natin gawin. Payo ni Doc Willie Ong Tayo na po mismo ang kumilos at mag-ingat. Wag na

#6 Engagement Score: 36,004.8


**Todo Solb  
Triple Rice Meal**  
Pa-deliver na!  
#7-3333  
With Two Extra Hot  
\*Complete with Vegetables and Chicken Oil



**Mang Inasal Philippines**

Food Trip sa bahay? I-todo mo na! Ang Todo Solb Triple Rice Meal may 2-in-1 sa laki Chicken Inasal, Meatynamnam Palabok, mainit na sabaw at tatlong rice! Pa-deliver na!


#7 Engagement Score: 30,393.6



**9GAG**

Same, doggo. Same. By Coconut Rice Bear Barked


#8 Engagement Score: 29,489.9



**GMA News**

lang po ako naniwala na kapag nakatulong ka pala sa tao may biyayang darating sayo." ang sabi ni Mang Goker dela Cruz, isang jeepney driver na may siyam na

#9 Engagement Score: 24,876.8



**GMA News**

Kung may mga kasera na patuloy na naniningil ng renta sa mga nangungupahan sa kanila kahit walang trabaho dahil lockdown, iba naman ang may-ari ng mga

#10 Engagement Score: 23,570.6

# Comment Analysis

## Rice/Bigas

- Most of the comment focuses on Batch donation's content and nutritional value of the vitamins.
- There is a strong link between rice and rent, stating rent is as important as food.
- Strong regional comparison and local pride. Mayor remains visible and in people's thoughts.

# Data Source

## Rice/Bigas

- Data Collection Date Range (2020/6/1 - 2020/8/31)
- Chart, List and Analysis based on 25,041,275 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

## Rice/Bigas

- This issue has changed into one of necessity, and any policy that can be linked to decreasing donation batch will fail and possibly incite violence.
- While the issue is national, there is a strong element of comparison between regions, and suggesting some are better than others.
- The current national mood is on supply, donation, subsidy. Substantive policy to affect production and price will face severe public backlash.