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Social Intelligence Report Topical Analysis

Housing/pabahay

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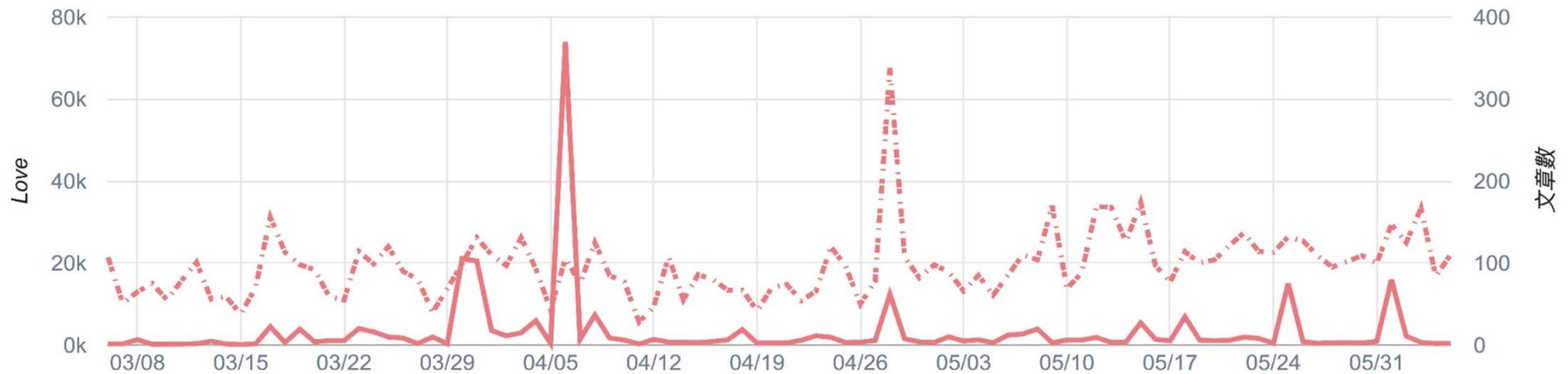
Overview

Housing/pabahay



The issue is not greatly on people's mind. The left hand spike is Mayor Belmonte's project announcement.

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.

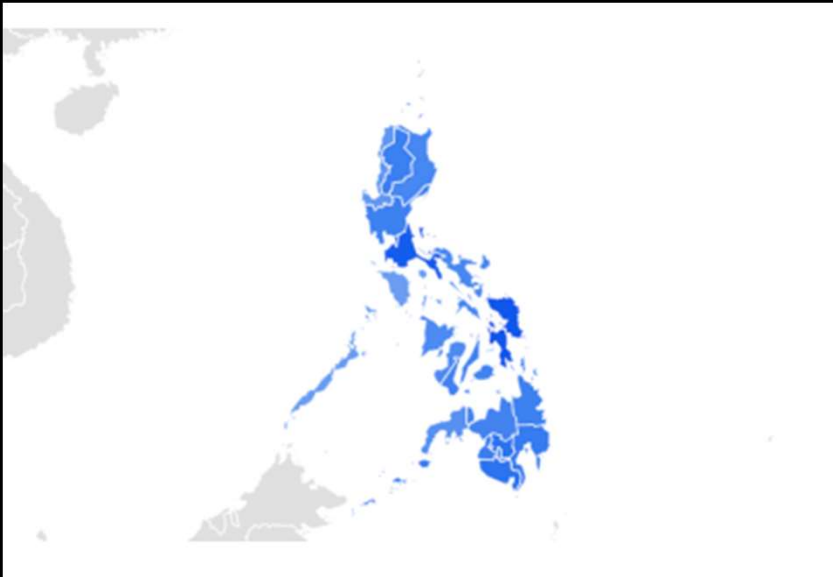


This issue is not greatly on people's mind, despite media operation, people's addressing the housing issue are not focused on actual housing capacity.

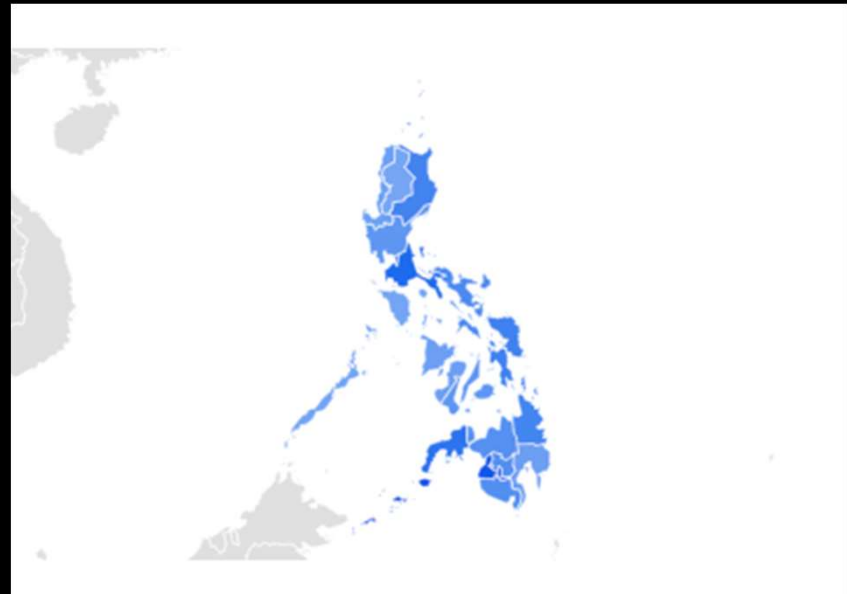
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Geographic Analysis

Housing/pabahay



90 Days

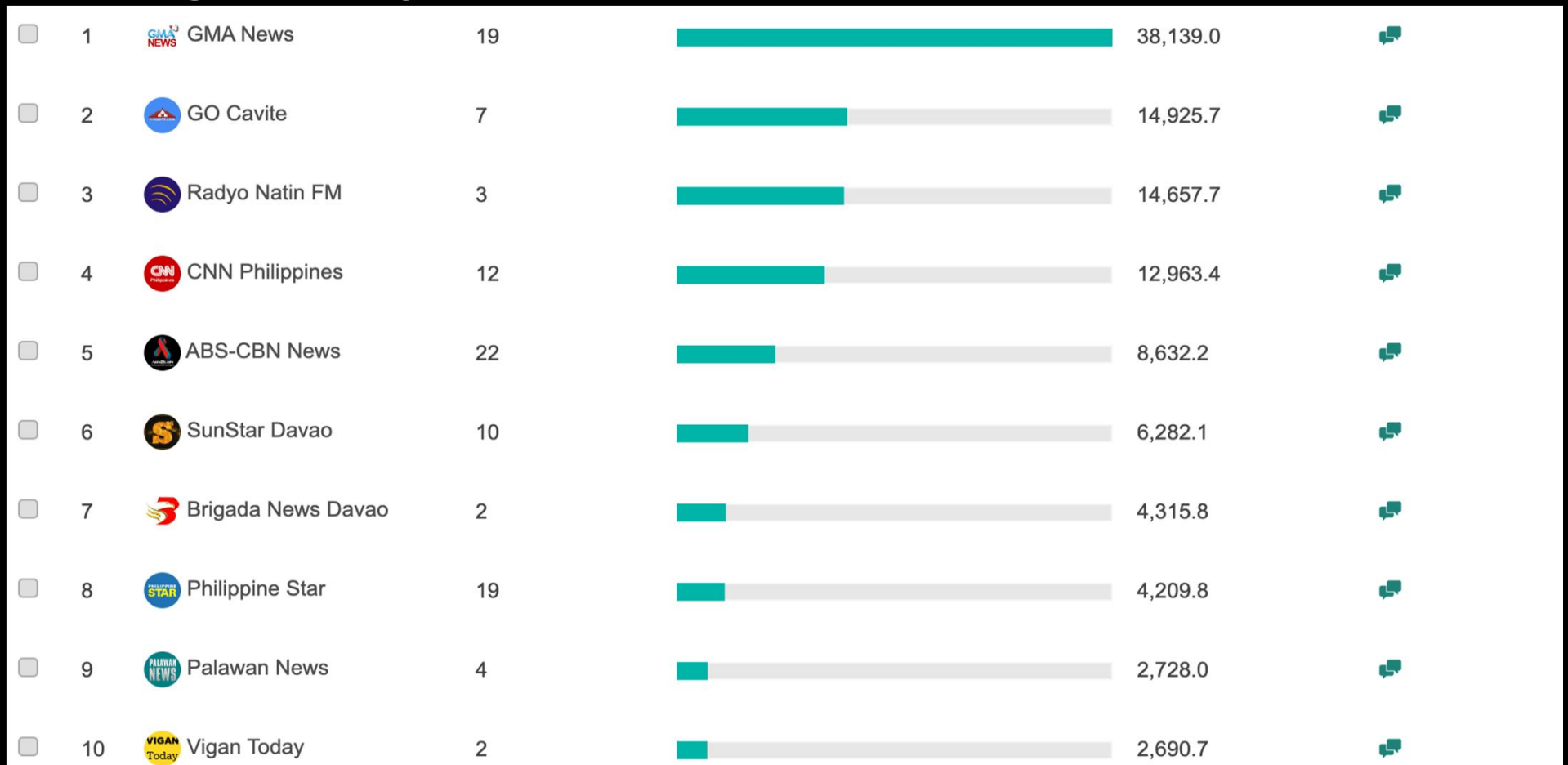


30 Days

The issue, while having a national presence, it is not active and each region has its own relative interest, but the issue is not an active policy item, its underlying factors are distributed across other issues rather than the actual housing itself.

Top Media Channel as Influence channel

Housing/pabahay



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

Housing/pabahay



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

Housing/pabahay

This is an issue with no clear public interest, no clear leadership, no clear solution, and no clear stakeholder.

(See Subsequent Diagram)

Timeline visualisation. Each dot represent when a fan page creates a post. The size of the dot represent 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.

03/06 03/16 03/26 04/05 04/15 04/25 05/05 05/15 05/25 06/04



- Jonvic Remulla
- GMA News
- City Government of...
- Bong Go
- Pag-IBIG Fund (HDM...
- Basketball Forever
- Victory
- Cebu Flash Report
- Jun-Andeng Ynares
- GO Cavite
- Radyo Natin FM
- Super Radyo Davao
- MannyPiñol
- Province of Pangas...
- City Government of...
- Proud Caviteño
- CNN Philippines
- DJ Kokoy Martin
- Cagayan Provincial...
- ABS-CBN News
- Army Recruitment O...
- Department of Labo...
- SJDM Public Inform...
- Public Information...
- Rmn Iloilo

Timeline Analysis of Media Channels

Housing/pabahay

The media's focus can best be described as purely event-driven, and otherwise lacks interest in human interest, issue, or trend-based.

(See Subsequent Diagram)

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- Radyo Natin FM
- CNN Philippines
- ABS-CBN News
- SunStar Davao
- Philippine Star
- Brigada News Davao
- Vigan Today
- Palawan News
- Superbalita Cebu
- INQUIRER.net
- The Northern Forum...
- Krusada
- Bombo Radyo Tugueg...
- UPLB Perspective
- 107.1 FM Radyo Ban...
- Asintado Sa Radyo
- Barangay RU 92.9 S...
- DZGBNewsOnline
- Pinoy Weekly
- Romblon News Netwo...
- Philippine News Ag...
- Definitely Filipino
- CLTV36

Timeline Analysis of Influencers

Housing/pabahay

The influencer sphere indicates this issue is being used as a foil for other agenda items, but there's no real leader or opposition for this issue unless it is casually linked to other issues.

(See Subsequent Diagram)

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- Department of Labo...
- SJDM Public Inform...
- Public Information...
- Rmn Iloilo
- DYVR RMN ROXAS 657...
- Lalawigan ng Rizal...
- Dwaine Woolley
- Mayor Arthur Robes
- University of the ...

Top Web Content Reposted

Housing/pabahay

HOT Links

(Housing or pabahay)



Link Title	Engagement Score	Source
Photos from City Government of Davao's post	32,200.5	
Photos from Victory's post	18,476.8	
QC mayor Belmonte to haters: You're not obliged to accept my projects	15,692.0	GMA News
Photos from Jun-Andeng Ynares's post	14,074.6	Jun-Andeng Ynares
Photos from MannyPiñol's post	13,194.1	MannyPiñol
Photos from Province of Pangasinan (Official)'s post	12,181.4	
Photos from CNN Philippines's post	10,989.6	
Photos from Public Information Office - City of Baguio's post	5,912.2	
INC donates food, medical equipment and provides quarantine, testing and housing for returning OFWs BMPPlus	5,656.9	Official: Philippine Arena
QC's Belmonte hits complaints of 'slow' COVID-19 response	5,370.0	ABS-CBN News
Photos from Lalawigan ng Rizal (Official)'s post	5,302.3	
Photos from Rmn Iloilo's post	4,892.5	
EPIC GIVEAWAY!!	4,802.3	Dwaine Woolley
Bong Go	3,832.6	Bebot Bello-Team Go Duterte, Mr.Riyoh Next Chapter
Photos from Cagayan Provincial Information Office's post	3,684.6	

Top Native Facebook Content

Housing/pabahay

HOT Posts

(Housing or pabahay)



Post Content	Engagement Score	Source
"Its better that all of us suffer a little, than a little of us suffer a lot." - American factory owner Sharing with you this I...	78,992.8	Jonvic Remulla
Pag-IBIG Fund is offering a THREE-MONTH MORATORIUM for ALL LOANS (Housing Loans, Multi-Purpose Loan...	25,058.5	Pag-IBIG Fund (HDMF)
The NBA is OFFICIALLY aiming to resume at the end of July! Disney's ESPN Wide World of Sports Complex in FL...	22,962.6	Basketball Forever
ENHANCED COMMUNITY QUARANTINE INFORMATION NGANONG KINAHANGLAN KITA NGA MOPAILAWO...	21,938.8	City Government of Davao
JUST IN: "Ang pagbayad ng mga utilities po natin, pagbayad sa upa, housing loans sa Pag-IBIG, at iba pa ay pwe...	19,127.3	GMA News
As a church, we are joining our community in supporting our frontline workers in this time of crisis. One of the way...	18,476.8	Victory
#CFRCOVID19UPDATE PRES DUTERTE'S SPEECH LAST NIGHT: After the 15th of May, if the ECQ will not be ...	18,201.6	Cebu Flash Report
"To those who hate me, you are under no obligation to accept any of my projects [such as] housing, education, he...	14,745.8	GMA News
Radyo Natin FM is with January Isaac and 5 others. Ayon kay Roque, may nakahanda na mga sasakyan na magh...	14,651.8	Radyo Natin FM
Jun-Ardeng Ynares is sharing a COVID-19 Update. Wala pong regulatory measure sa buong mundo kung saan la...	14,074.6	Jun-Ardeng Ynares

Comment Analysis

Housing/pabahay

- Housing is perceived as a Uber-metropolitan issue. Manilla is the magnet for most of the heated comments.
- Housing is discussed in conjunction with work, family, security. And it is often the object of discussion, not the subjection.

Data Source

Housing/pabahay

- Data Collection Date Range (2020/3/6 - 2020/6/5)
- Chart, List and Analysis based on 102,392,422 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

Housing/pabahay

- Any policy formulation for housing should be framed in the context of other issues; jobs, family, and security.
- As it is perceived as near exclusively a Manilla problem, it is easier to push housing reform under other social programs.