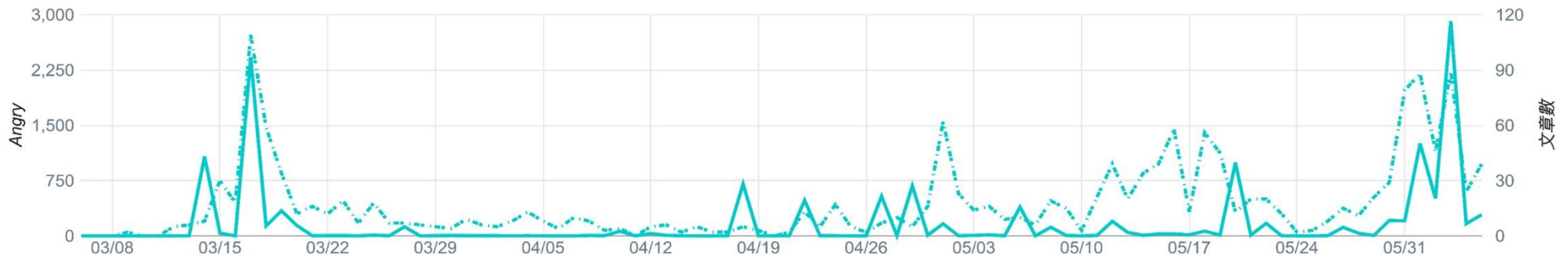# Social Intelligence Report Topical Analysis

Public transport/Pampublikong Transportasyon

Blueprint.PH
**Eero Brillantes**
09178509514

Overview
Public transport/Pampublikong Transportasyon

The anger spikes are related to the specific incidence of driver or people affected by public transportation, with special emphasis on government action, rather than COVID, and this is seen as the anchor problem with transportation, while traffic congestion does not generate a significant reaction.

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.
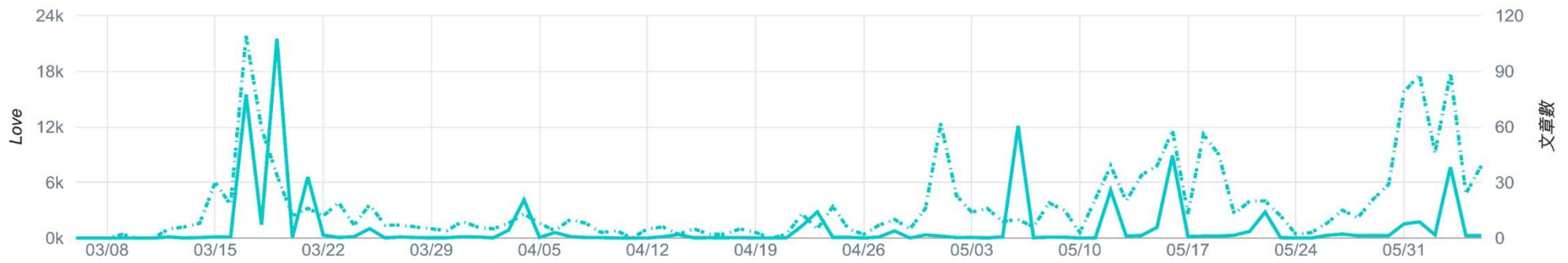
The positivity during this time has been to bring positive recognition to the frontlines, and the readers are applauding the effort to ease their hassle by offering transportation. From both the positive and negative reactions, the issue is framed on a very human level, not an abstraction. There is also lag between content and reaction, indicating this is a weak issue, even though it has a large readership.

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

Public transport/Pampublikong Transportasyon
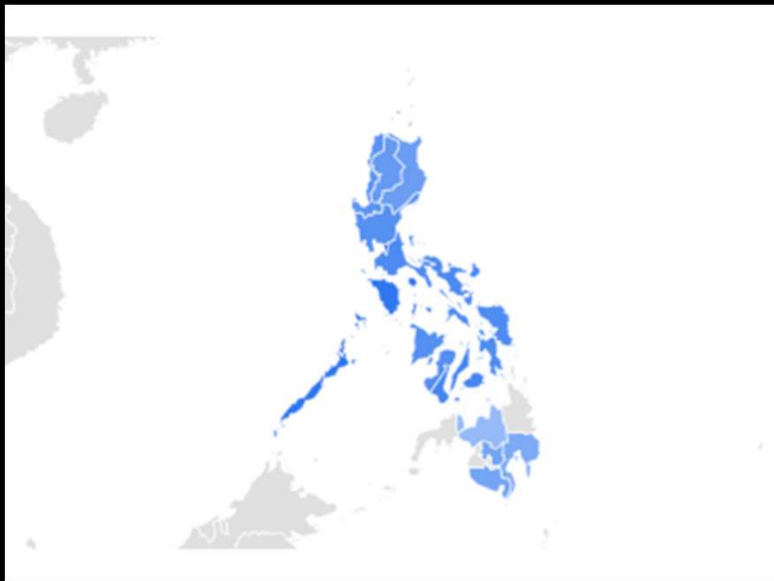
90 Days
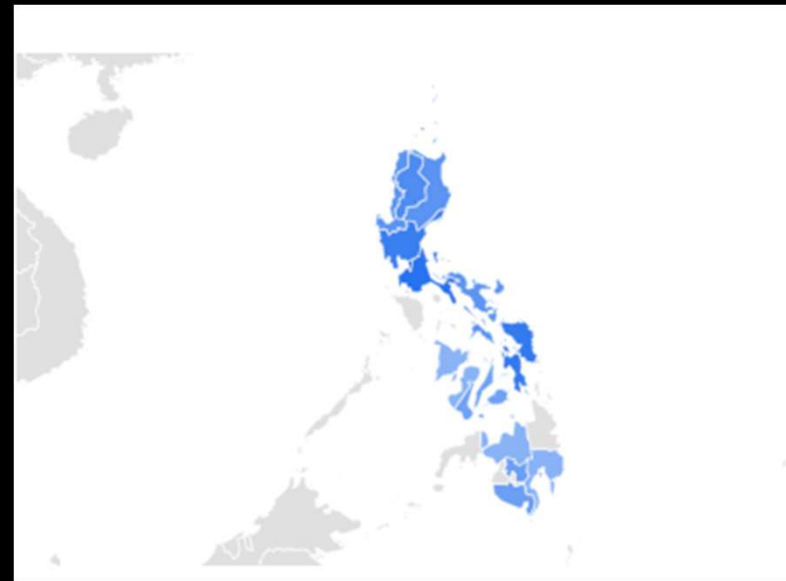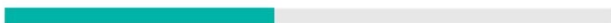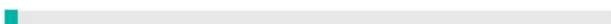
30 Days

The national issue is getting more visibility as the prospect of normalised traffic approaches. The issue is a moving target but there does not seem to be a strong underlying advocacy frame of reference.

Top Media Channel as Influence channel
Public transport/Pampublikong Transportasyon
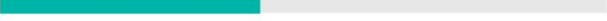
	#	Page Name	Post Count	Engagement Score ❓		Connect Influencer
☐	1	GMA News	35		85,710.8	💬
☐	2	GO Cavite	9		56,024.4	💬
☐	3	ABS-CBN News	20		37,995.2	💬
☐	4	News5	3		6,057.1	💬
☐	5	UNTV News and Rescue	4		1,907.6	💬
☐	6	BICOLTODAY.com	1		1,848.6	💬
☐	7	CNN Philippines	4		1,784.8	💬
☐	8	LTO Region VII	1		1,553.0	💬
☐	9	DWBW 92.1FM RTV BALER	2		1,511.6	💬
☐	10	Superbalita Cebu	7		1,454.6	💬

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
Public transport/Pampublikong Transportasyon

	#	Page Name	Post Count	Engagement Score		Connect Influencer
☐	1	VP Leni Robredo	3		28,339.7	💬
☐	2	Vico Sotto	3		19,728.5	💬
☐	3	Abet Garcia	3		15,731.1	💬
☐	4	Department of Transportation - Philippines	8		12,746.7	💬
☐	5	City Government of Santa Rosa, Laguna	3		12,137.4	💬
☐	6	SJDM Public Information Office	10		12,001.7	💬
☐	7	General Danny Lim	8		7,315.1	💬
☐	8	Love Radio Bacolod	4		6,350.8	💬
☐	9	Silent No More PH	11		6,215.3	💬
☐	10	Radyo Agila	2		5,326.8	💬

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

Public transport/Pampublikong Transportasyon

This is an issue with sparse advocacy and an equally sparser advocacy network. While there are a few visible regional stakeholders, the issue is not engaging in society and has no clear direction or solution in the public's mind. Its recent pick up reflects the end of quarantine as more public notice than policy discussion.

(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

GMA News
GO Cavite
ABS-CBN News
VP Leni Robredo
Vico Sotto
Abet Garcia
Department of Tran...
City Government of...
SJDM Public Inform...
General Danny Lim
News5
Love Radio Bacolod
24 Oras
Silent No More PH
Radyo Agila
Provincial Governm...
TV Patrol
Tingog DavNor
Governor Migz Vill...
Arlene B. Arcillas
MAYOR Emmanuel MAL...
City Government of...
Mayor Edwin Olivar...
Pangasinan PDRRMO
PIA Region 2

Timeline Analysis of Media Channels

Public transport/Pampublikong Transportasyon

The media reports this issue as a standard business item and no channels see traffic reporting as a competitive issue, and the readership reaction is not energetic enough for advocacy, except when the issue is framed as a human interest story or abuse of office.

(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
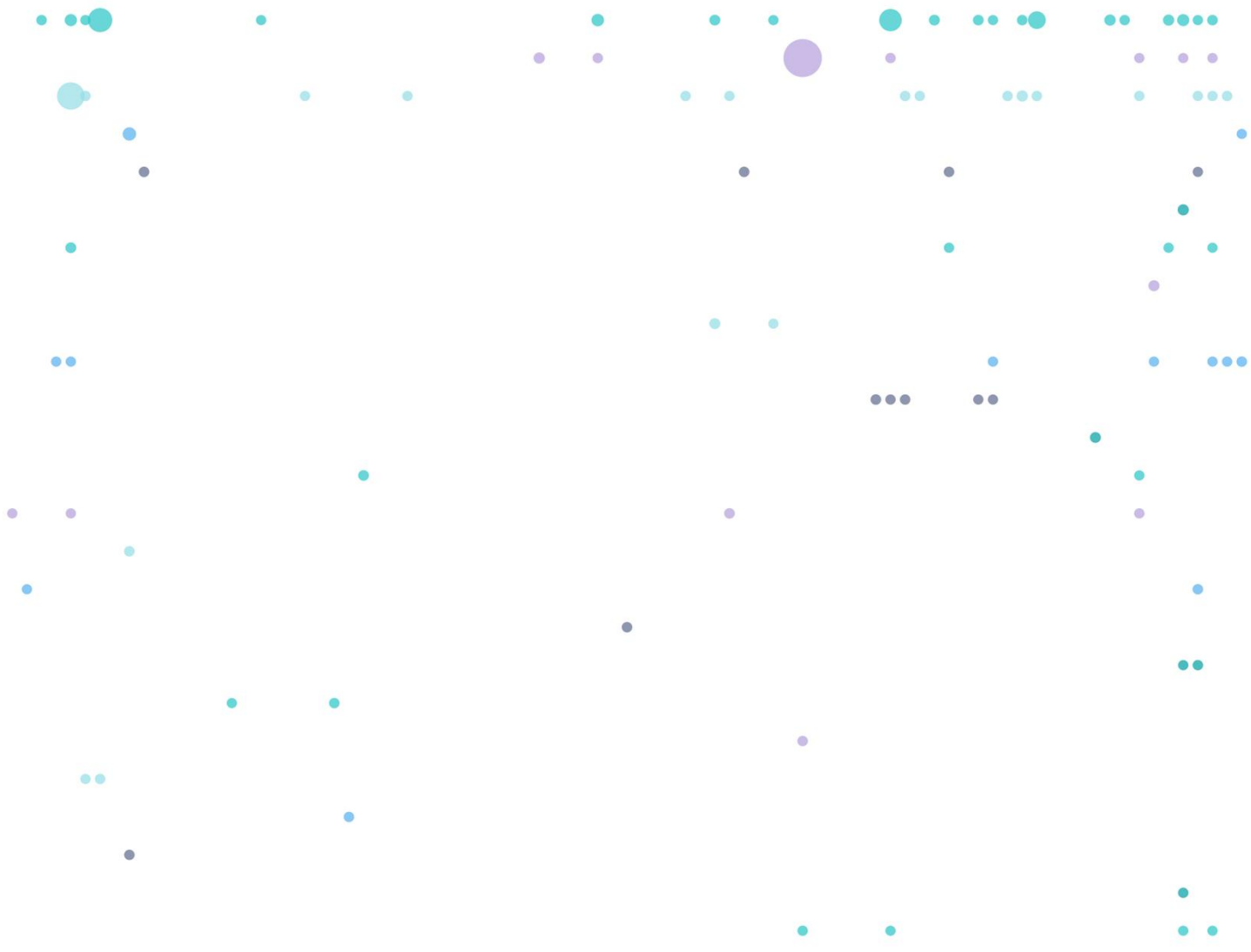
GMA News
GO Cavite
ABS-CBN News
News5
UNTV News and Resc...
BICOLTODAY.com
CNN Philippines
LTO Region VII
DWBW 92.1FM RTV BA...
Superbalita Cebu
Philippine Informa...
101.5 Brigada News...
Nueva Ecija TV48
PTV
The Philippines Ne...
Brigada News GenSan
Brigada News Fm Co...
24 Oras
Tingog DavNor
Indang Ahuy
Bombo Radyo Tugueg...
Brigada News Davao
Gabriel Pangilinan
Bombo Radyo Korona...
GO Rizal

Timeline Analysis of Influencers

Public transport/Pampublikong Transportasyon

While there are consistent stakeholders and advocates, they are far and wide and does not have a significant audience. While government agency is the top influencer with many politicians, this is not an issue that generates public advocacy or supports.

(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
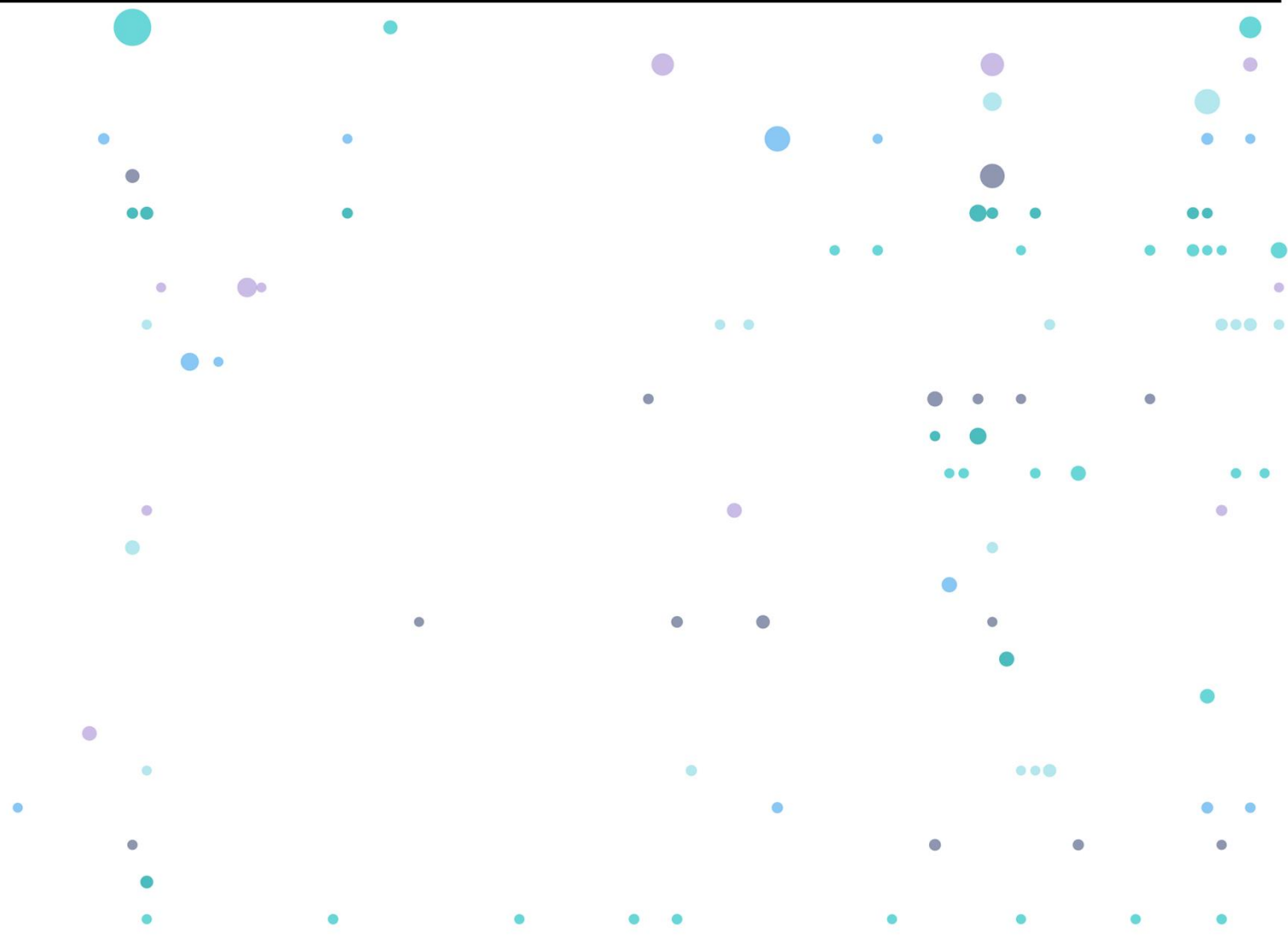
VP Leni Robredo
Vico Sotto
Abet Garcia
Department of Tran...
City Government of...
SJDM Public Inform...
General Danny Lim
Love Radio Bacolod
Silent No More PH
Radyo Agila
24 Oras
Provincial Governm...
TV Patrol
Governor Migz Vill...
Arlene B. Arcillas
MAYOR Emmanuel MAL...
Tingog DavNor
City Government of...
Mayor Edwin Olivar...
Pangasinan PDRRMO
PIA Region 2
Land Transportatio...
Cagayan Provincial...
Lenlen Oreta
102.9 Brigada News...

Top Web Content Reposted
Public transport/Pampublikong Transportasyon

HOT Links   ("Public transpor" OR "Pampublikong Transportasyon")

Link Title	Engagement Score	Source
68-anyos na tindera naglakad mula Caloocan hanggang Divisoria	32,207.0	
Photos from GMA News's post	26,787.1	GMA News
Modified ECQ, ipatutupad sa NCR simula May 16	26,566.3	
[A] Ulat ni Vice President Leni Robredo (March 17, 2020)	17,900.9	
Gabay sa pagsasailalim ng Bataan sa General Community Quarantine	10,044.3	
Photos from Department of Transportation - Philippines's post	9,701.6	
Mensahe ni Mayor Arlene B. Arcillas: Lungsod ng Santa Rosa nasa Modified Enhanced Community Quarantine (MECQ)	7,063.1	
Photos from News5's post	5,999.7	
Photos from Abet Garcia's post	5,686.8	
Department of Transportation - Philippines	5,079.6	General Danny Lim
Pagbabalik ng public transpo, kinokonsidera	4,730.2	
Mensahe ni Governor Susan Yap para sa GCQ ng lalawigang Tarlac	4,516.3	
Photos from Tingog DavNor's post	4,021.0	Tingog DavNor
TALAKAYAN: Mag-asawa, dapat na bang payagan na magkaangkas sa motorsiklo?	3,901.7	GMA News
VP Leni Robredo	3,587.6	Oras Na, Roxas Na.

Top Native Facebook Content
Public transport/Pampublikong Transportasyon

HOT Posts   ("Public transpor" OR "Pampublikong Transportasyon")

Post Content	Engagement Score ❓	Source
🅵 Sang-ayon ba kayo? Sa isang pahayag noong Mayo 6 ng umaga, ibinahagi ni Governor Jonvic Remulla ang plan...	50,921.1	GO Cavite
🅵 Naglakad nang 2 oras mula Caloocan City hanggang Divisoria ang isang 68-anyos na tindera para lang makabili n...	32,207.0	ABS-CBN News
🅵 LOOK: Bilang tulong sa health workers na hirap makapasok dahil sa kawalan ng pampublikong transportasyon, ipi...	25,045.3	GMA News
🅵 Mula ECQ, isasailalim na sa Modified ECQ ang Metro Manila, Laguna, at Cebu City simula sa Sabado, May 16. Ib...	23,068.7	GMA News
🅵 [A] Ulat ni Vice President Leni Robredo ukol sa pagkilos ng kaniyang Tanggapan kaugnay sa COVID-19, at ilang ...	17,900.9	VP Leni Robredo
🅵 Dahil nagbukas na ang ilang negosyo at balik na rin sa trabaho ang ilang manggagawa, hiniling sa pamahalaan n...	10,907.8	GMA News
🅵 Department of Transportation - Philippines is with Edlil Montera and Lowell Neyra. TINGNAN: Narito ang mga gab...	9,701.6	Department of Transportation - Philippines
🅵 GOOD NEWS! Inaprubahan na ng DILG ang Pasig LGU Guidelines para sa operations ng mga #TRICYCLE! Paki...	8,731.8	Vico Sotto
🅵 #atm. Zoom Conference with Sen. Win Gatchalian, mayors, and policy experts. Discussion centered on ECQ exit ...	8,136.2	Vico Sotto
🅵 [A] STATEMENT OF VICE PRESIDENT LENI ROBREDO ON THE ANTI-TERRORISM ACT OF 2020 Nitong mga ...	7,775.1	VP Leni Robredo

Comment Analysis

Public transport/Pampublikong Transportasyon

- The main issue with public transportation is about the treatment of drivers and specific classes of people who relies on public transportation for their livelihood; frontliners, students.

- While some politicians are mentioned, there is no specific emotion or issue attached to them beyond the average sycophancy.

Data Source

Public transport/Pampublikong Transportasyon

- Data Collection Date Range (2020/3/6 - 2020/6/5)

- Chart, List and Analysis based on 2,281,513 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

Public transport/Pampublikong Transportasyon

- This issue is seen as an evergreen problem that most readership doesn't blame anyone specifically (so anyone can be blamed for it without suffering any lasting damage) and most do not believe there are any real solutions.

- The issue is more about the treatment of specific classes of people, and eventually, safety for most.