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Social Intelligence Report

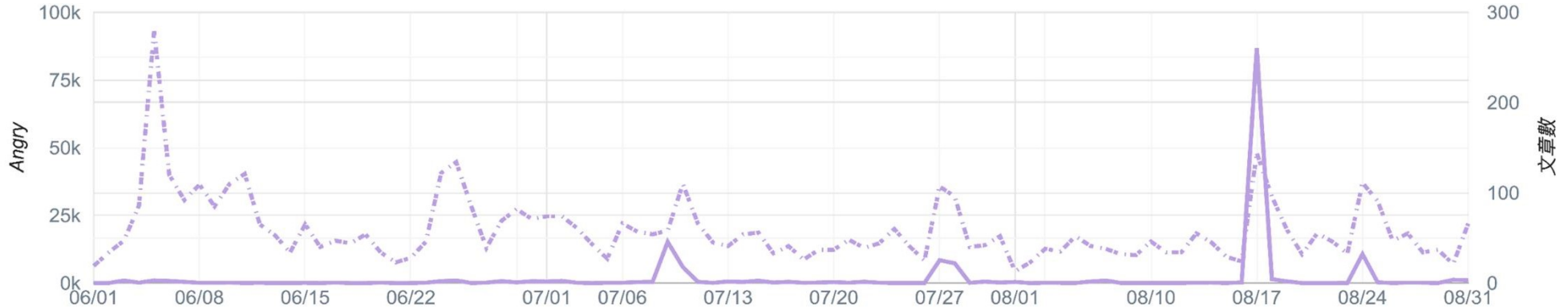
Topical Analysis

Unemployment/Walang trabaho

Blueprint.PH
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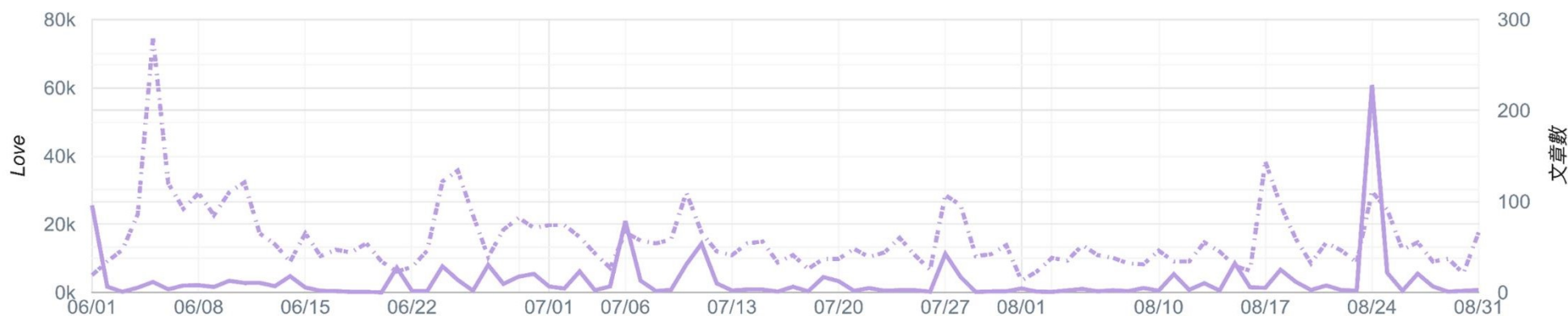
Overview

Unemployment/Walang trabaho



Despite the constant and overwhelming content on the issue, the public's response is low. The only anger spike is Harry Roque's remark on the unemployment number. It is unclear if the anger is directed at the number or at the remark.

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.

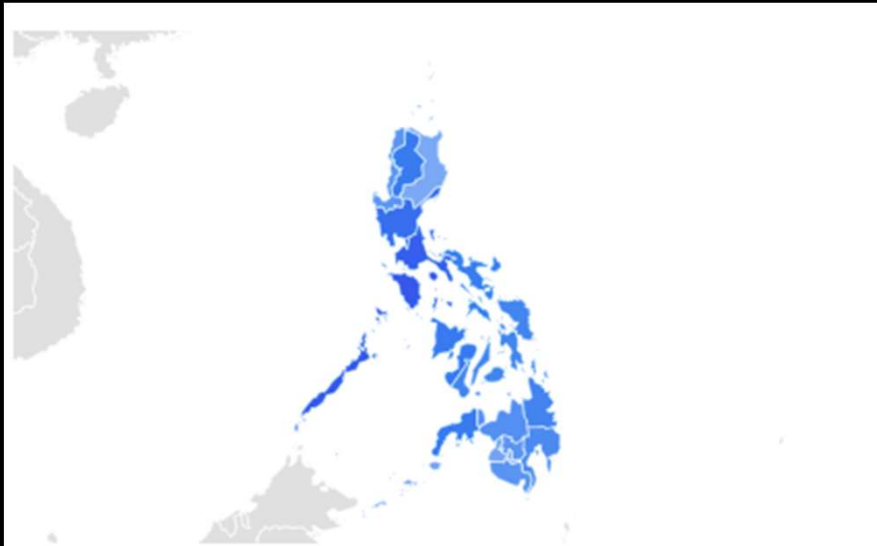


The contrary pattern of high media and the low reaction may indicate patience, over-saturation, or simple acceptance of the situation.

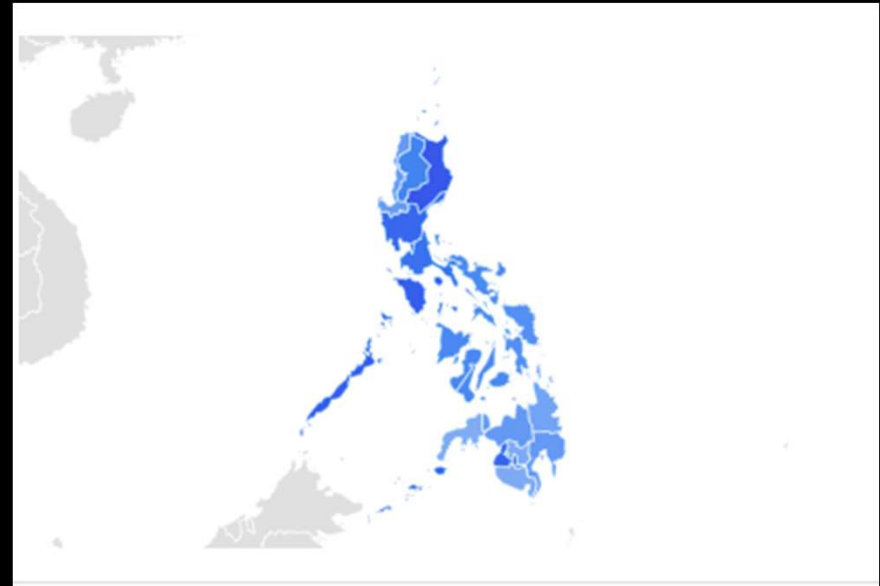
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Geographic Analysis

Unemployment/Walang trabaho



90 Days








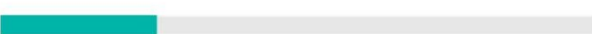
























30 Days

This national issue has an uneven regional interest, but any regional policy that favors north or south can expect strong regional support, and national apathy.

Top Media Channel as Influence channel

Unemployment/Walang trabaho

<input type="checkbox"/>	#	Page Name	Post Count	Engagement Score	Connect Influencer
<input type="checkbox"/>	1	 GMA News	54	 161,114.4	
<input type="checkbox"/>	2	 ABS-CBN News	66	 152,288.3	
<input type="checkbox"/>	3	 INQUIRER.net	38	 42,406.3	
<input type="checkbox"/>	4	 GMA Public Affairs	10	 36,593.6	
<input type="checkbox"/>	5	 Rappler	51	 20,298.8	
<input type="checkbox"/>	6	 GMA Network	6	 12,827.8	
<input type="checkbox"/>	7	 Philstar.com	34	 8,346.5	
<input type="checkbox"/>	8	 Kapamilya Online World	8	 7,178.7	
<input type="checkbox"/>	9	 GO Cavite	14	 6,565.0	
<input type="checkbox"/>	10	 Brigada News Davao	3	 5,824.2	

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

Unemployment/Walang trabaho

<input type="checkbox"/>	#	Page Name	Post Count	Engagement Score	Connect Influencer
<input type="checkbox"/>	1	 The Hungry Syrian Wanderer	1	 6,809.3	
<input type="checkbox"/>	2	 For the Motherland - Sass Rogando Sasot	3	 6,675.6	
<input type="checkbox"/>	3	 Senator Imee R. Marcos	9	 6,113.0	
<input type="checkbox"/>	4	 Chinkee Tan	6	 5,443.3	
<input type="checkbox"/>	5	 Senator Risa Hontiveros	4	 5,093.2	
<input type="checkbox"/>	6	 Luminous by Trixie Cruz-Angeles & Ahmed Paglinawan	4	 4,772.1	
<input type="checkbox"/>	7	 Hugot Patama Quotes	1	 4,120.1	
<input type="checkbox"/>	8	 Kiray Celis	3	 3,071.2	
<input type="checkbox"/>	9	 Joel Villanueva	8	 2,971.8	
<input type="checkbox"/>	10	 Angel Locsin	1	 2,905.5	

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

Unemployment/Walang trabaho

The major media are keeping up continuous coverage whereas the influencers are sporadic and not effective.

(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



- GMA News
- ABS-CBN News
- Philippine Social ...
- INQUIRER.net
- GMA Public Affairs
- VP Leni Robredo
- DJ Jacky G
- Brigada News FM 92...
- Rappler
- It's Still Poor in...
- GMA Network
- Jonvic Remulla
- Philstar.com
- Erwin Tulfo
- Kapamilya Online W...
- FAPS International
- The Hungry Syrian ...
- For the Motherland...
- Brigada News Davao
- GO Cavite
- Eagle Broadcasting...
- Senator Imee R. Ma...
- Chinkee Tan
- Vico Sotto
- Kiko Pangilinan

Timeline Analysis of Media Channels

Unemployment/Walang trabaho

The national media is keeping the issue alive whereas regional media are more focused on the relevant info for the region. There does not seem to be any strong message that is energizing the public.

(See Subsequent Diagram)

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- Kapamilya Online W...
- GO Cavite
- Brigada News Davao
- Eagle Broadcasting...
- CNN Philippines
- Philippine Star
- ANC 24/7
- GO Rizal
- News5
- Aksyon Radyo Iloilo
- Now You Know
- MANILA BULLETIN
- Aksyon Radyo Bacol...
- The Philippines Ne...
- CareerGuide
- Brigada News GenSan
- SunStar Davao
- Interaksyon

Timeline Analysis of Influencers

Unemployment/Walang trabaho

Clear influencers are trying to gain a following by championing the issue and attacking the status quo, but the effort to build individual support is slow, which is consistent with the overall national mood.

(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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- The Hungry Syrian ...
- For the Motherland...
- Senator Imee R. Ma...
- Chinkee Tan
- Senator Risa Honti...
- Luminous by Trixie...
- Hugot Patama Quotes
- Kiray Celis
- Joel Villanueva
- Angel Locsin
- Bongbong Marcos
- Bong Go
- Dr. Tony Leachon
- Thinking Millennia...
- Relationship Matte...
- Taga Tarlac Ka Kung
- Franklin Drilon
- Barbie Imperial
- Jomie Hospital 2.0
- Harry Roque
- ByaheNiEdward
- Anthony Taberna
- Pres. Ferdinand Em...
- Peso Habits
- Maria Letizia Dant...

Top Web Content Reposted

Unemployment/Walang trabaho

Link Title	Engagement Score	Source
Photos from INQUIRER.net's post	35,388.7	INQUIRER.net
RTx: OFW, tumulong sa daan-daang nagugutom na Pilipino sa Dubai kahit hikahos din sa buhay!	34,613.0	
Ulat at Mungkahi Ukol sa Pambansang Ekonomiya at Mensahe Para Sa Pamumuno at Pagkakaisa ni VP Leni Robredo	25,227.2	VP Leni Robredo
KILALANIN: May-ari ng apartment, 'di na naningil ng renta habang ECQ, namigay pa ng bigas	25,183.1	GMA News
GMA Public Affairs	14,593.0	GMA News
Photos from Philippine Social Security System's post	10,618.0	
VP Leni Robredo	8,926.4	ABS-CBN News
Gwapings member Eric Fructuoso, namamasada muna habang walang trabaho?	8,775.8	GMA Network
Lalaking nagpuslit ng karne sa mini-mart, arestado sa Taguig	8,602.9	ABS-CBN News
Jinkee Pacquiao, Agot Isidro trend on Twitter because of a couple of luxury bicycles	8,187.3	GMA News
Some senators dismayed over lack of 'comprehensive' COVID-19 plan in Duterte's 5th SONA	6,907.1	ABS-CBN News
Basurahan ang tanging takbuan ng mga OFWs na wala nang makain sa Riyadh	6,354.1	
UNLAD: Kaagapay sa Hanapbuhay	5,525.2	
Photos from Vico Sotto's post	5,283.8	

Top Native Facebook Content

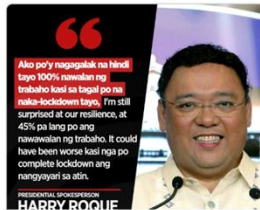
Unemployment/Walang trabaho



GMA News

Isang 28 yrs old na lalaki ang hinuli sa Brgy. Ligid-Tipas sa Taguig City matapos umanong magtangkang magpuslit ng pork kasim at limang pirasong bbq sa

#1 Engagement Score: 72,723.8



ABS-CBN News

"It could have been worse." Ikinagalak ni Palace spokesperson Harry Roque na 45.5% pa lang at hindi umabot sa 100% ang bilang ng mga nawalan

#2 Engagement Score: 64,988.7



INQUIRER.net

LOOK: Locally stranded individuals spend overnight at the track and football stadium of Rizal Memorial Sports Complex in Manila on July 27 for the 2nd batch of the 'Hatid

#3 Engagement Score: 34,126.5



GMA Public Affairs

OFW, TUMULONG SA DAAN-DAANG NAGUGUTOM NA PILIPINO SA DUBAI KAHIT HIKAHOS DIN SA BUHAY "Ma'am, hindi ko akalain na pupunta ako ng

#4 Engagement Score: 32,100.3



DJ Jacky G

Imagine you were born in 1900. When you're 14, World War I begins and ends when you're 18 with 22 million dead. Soon after a global pandemic, the Spanish Flu,

#5 Engagement Score: 27,846.0



VP Leni Robredo

[A] Ulat at Mungkahi Ukol sa Pambansang Ekonomiya at Mensahe Para Sa Pamumuno at Pagkakaisa ni VP Leni Robredo Nitong mga nakaraang linggo,

#6 Engagement Score: 25,227.2



GMA News

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

#7 Engagement Score: 23,570.6



Brigada News FM 92.7

SSS MEMBERS NA NAWALAN NG TRABAHO, MAKATATANGGAP NG HANGGANG 20,000 CASH BENEFITS Makatatanggap ng cash benefits na hanggang 20,000 pesos

#8 Engagement Score: 23,163.3



ABS-CBN News

Ito ang naging buwelta ni Sen. Kiko Pangilinan kay Pangulong Rodrigo Duterte matapos ang kaniyang ika-5 SONA. Aniya, imbes na "COVID, gutom at walang trabaho ng milyon-

#9 Engagement Score: 22,017.5



ABS-CBN News

Ito ang naging buwelta ni Sen. Kiko Pangilinan kay Pangulong Rodrigo Duterte matapos ang kaniyang ika-5 SONA. Aniya, imbes na "COVID, gutom at walang trabaho ng milyon-

#10 Engagement Score: 22,013.7

Comment Analysis

Unemployment/Walang trabaho

- Unlike all other issues, this issue is seen as very important to the presidency and the administration. The vast number of cloned comment, even with cloned emoticon is very visible, and with very strong likes and engagement from controlled accounts. This is a blatant and ineffective attempt to divert discussion, and it shows the administration's concern.

Data Source

Unemployment/Walang trabaho

- Data Collection Date Range (2020/6/1 - 2020/8/31)
- Chart, List and Analysis based on 7,134,804 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

Unemployment/Walang trabaho

- A national issue that has a low reaction but high concern, and could be used as an energizing issue, especially if the plan is to play the northern region against the southern region.
- The pro-administration influence network is concerned and shows its hand, despite the general national attitude being one of fatalism or patience.