

# Insights about Sindh festival and Punjab youth festival using Twitter postdictive analysis

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## Abstract

*Big Data analysis, the analysis of all the data that is stored in servers around the world and said to be in petabytes, is the buzzword these days. All new researches are based on the pattern of predictive analysis because of the vast insights it holds and the leverage it can provide. However, mass media is still way behind in tapping the possibilities that could be availed through its use.*

*In the following research, we have used the data from twitter to evaluate the public opinion about Sindh Festival and Punjab Youth Festival organized in February 2014 in Pakistan to know the stance of public regarding both the events.*

*Regarding the analysis, three hashtags #Sindhfestival, #PYF14 and #Punjabyouthfestival were examined. The hashtags analysis was based on systematic sampling method in which pre event, during and post event data were gathered and analyzed.*

**Keywords:** Twitter, Punjab youth festival, Sindh festival, social media analysis, Big data, and social media analytics tools.

## **Introduction**

What if the data emitted online can change the dynamics of our world? The scientists are calling it 'Big Data' because it is BIG ... very BIG and the possibilities are endless.

In Europe Hackathon 2014, a group of students has developed a mobile application that can predict the diseases being spread through flights – calling it 'infected flights' (Dillet, 2014). If we have the right kind of social media analytics tool we can easily predict the election results either by the observing the inclination of the users on social media towards a party or by their opinions.

A research in Germany has already been made on that and it was successful in finding the results (Aaai.org, 2014). The tools that are easily available and utilized in the west are still not known to our people. That is because only half the population of Pakistan is literate and only 30 million use internet. (World Development Indicators)

Huffington post was the first to use Twitter to gain data of the tweets of one of the attackers of Boston bombing attacks to know how Boston bomber used to live and what he disliked and liked.

In Pakistan during February and March 2014 two different events were conducted by different political parties. Sindh festival was conducted by PPP and the prominent figure was Bilawal Bhutto at the same time Punjab Youth Festival was conducted by PMLN. Mainstream media covered the events but failed to tell.

Also, a there were misconceptions that we will remove in this research. Such as, was Sindh festival logo sued by DC comics? How the Search goes...

## **Twitter**

Twitter has 360 million registered users worldwide out of which 55 million users use twitter every day and post approximately 230 million tweets on a daily basis. The average age of a user of twitter is around 39 years. Twitter is used by brands, organizations, celebrities, professionals, news media outlets, families and friends.

As twitter has around more than 2 million users in Pakistan (Tribune 2014), it is influential to determine public opinion.

There have been instances where a tweet has become a viral message for the world. A tweet of Obama and his wife kissing presidential elections in 2012 became an instant hit. Another tweet that later broke the record of Barack Obama was a selfie (photo captured by self) tweet in Oscars 2014.

However, a flaw in twitter is that negative information also known as misinformation or disinformation (intentionally manufactured) can also disseminate through it.

For example, During Azadi march of PTI in August 2014, an official account of PTI Sindh disseminated a wrong information picture of Syrian kid (The kid was injured in Egypt protest) on facebook that was re-tweeted on twitter and later it had to apologize on August 31<sup>st</sup>, 2014. (Qureshi and Sindh, 2014)

It has been used by Taliban Factions many times for providing press releases to News organizations. They use the pastebin website ([www.pastebin.com](http://www.pastebin.com)) for press release and then put the link on twitter. Recently a Taliban commander accidentally gave away his location while tweeting a message on 3<sup>rd</sup> October, 2014. (Washington Post, 2014)

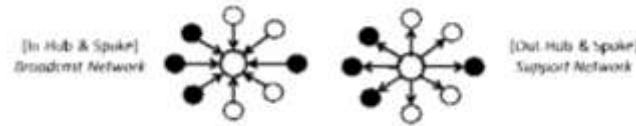
### **Mapping Twitter**

PEW Research Centre (PEW) on mapping twitter conversation says there are polarized clouds in twitter for political communication. ‘While these polarized crowds are common in political conversations on Twitter, it is important to remember that the people who take the time to post and talk about political issues on Twitter are a special groups.’

These polar groups have been separated into three different groups.

## Twitter Groups:

### 1. Broadcast and Support Networks:



As per Pew survey figure, Broadcast networks are those networks that spread information in the form of a tweet. The people who have subscribed to the information retweet it or favorite it.

Support networks are the business organizations. Support system that reply to user tweets, are inversely connected as they are solving their queries. The picture is on (right).

### 2. Tight Crowds:

Secondly, the tight crowds are those people who have one or two twitter users in common or are tightly connected with one another in terms of tweets. Like, in Sindh festival there were many twitter users. Some twitters users were isolated however; others were following each other and using the same hashtag more than once.

### 3. Heavy Follower Effect:

In twitter search there is a column for 'top' tweets. These tweets are published by people who have heavy followers or through a secret algorithm. This algorithm determines the worth of the user, his fan base and the time he spends on twitter.

These heavy followers play a very important role in shaping the opinion of their followers. That is, by publishing tweets that influences them in a way and coincides with their own information. Most of the accounts where heavy followers will be seen are of company or brand websites.

## **Literature Review:**

One of the finest researches on twitter is from Munchen University by a group of students lead by Andranik Tumasjan who used over 10k tweets to see if twitter can predict election results. (Andranik et al, 2010).

The research was based on election in Germany in 2009 and named 'Predicting Elections with Twitter. The researchers say that their research was to some extent accurate as they were able to not only find the results but also found that twitter was used not only to post one's opinion but to interact with others as well.

According to them they found Twitter was indeed used as a platform for political deliberation. The mere number of tweets reflects voter preferences and comes close to traditional election polls, while the sentiment of Twitter messages closely corresponds to political programs, candidate profiles, and evidence from the media coverage of the campaign trail.

However, they firmly believe that twitter can be used as a real-time indicator if adequate tools are available for measurement. The results acquired indicated that most of the twitter tweets were predicting the political sentiments of public.

The twitter is not only being used for elections but for other important works as well. As 'Earth Quake shakes twitter user', an article says that the twitter tweets could be used to predict the range and duration of the earthquake by the language of the tweets. (Sakaki, et.al. 2010)

Later, another study was conducted in 2011 to find out if twitter mood predicts the stock market trends. The researchers used two different soft wares to analyze the moods and emotions of the twitter users. Moreover, the researchers have claimed that they have predicted 87 percent of the results with accuracy. (Sciencedirect.com, 2014)

According to the research, the polarized crowds are mostly engaged in political discussion and have their own opinion like two opposite parties in a political conflict.

**Theoretical Framework:**

**Public Opinion Formation:**

Public opinion is a merger of two words 'public' and 'opinion'. This usually means the opinion of public living in an area of a society in a certain era of time. The merger also denotes the sentiments of the collateral society towards an object in perfect harmony. As Britannica puts it in these words 'Public opinion is an aggregate of; individual views, attitudes, and beliefs about a particular topic, expressed by a significant proportion of a community' (Encyclopedia Britannica, 2014).

Moreover, public opinion is also a viewpoint of the public of that area towards a product a service or even an individual. It plays a significant role in contemporary world and conventional politics because of the prevailing notion of supremacy of the public opinion in grading and choosing the aftermath. (ISPR, 2014)

The public opinion is manipulated by the powerful or the elite group in a society to promote individual interest. As George Orwell showed in the novel 'Animal Farm', where the premiership of Napoleon on one side promotes and incites the propaganda against humans and on other seeks diplomatic interest with them (Orwell, 1945).

**Agenda setting:**

One of the particular theories for setting public opinion is agenda setting theory. Walter Lippmann was the first person who wrote about public opinion without coining the term, in his book 'Public Opinion'. He cited that mass media is the principal entity between the events that occur in the world and the picture that is portrayed

to the public. Another author, Bernard Cohen, following Lippmann said in 1963 that, “media may not be successful in telling public what to think but it is successful in telling public what to think about”. That is media is not powerful enough to tell the public about what to think as it is not in ‘command’. However, media propaganda or the agenda of media can pretty much influence the concentration of the media users.

A key component of agenda setting is the framing theory of Public opinion is about the framing of a particular object by the media. According to Tversky and Kahnema, who developed this theory, ‘people value a certain gain more than a probable gain with an equal or greater expected value; the opposite is true for losses’. (CSUN, Framing Theory)

### **Two Step Flow of Information and Influence:**

According to communication theory.org, the theory of two step flow of communication was made by Paul Lazarfeld, Bernard Berelson and Hazel Gaudet in 1944. They explain that there are certain ‘opinion leaders’ in a society that disseminate information to the wider public.

### **Multi step flow of information theory:**

In multi-step flow communication due to the interconnectedness, the opinion leader receives information from the media. It tells another opinion leader who disseminates this information in to the wider circle. The wider circle is in close contact with each other and they form their opinion. Moreover, in the wake of an event the wider public informs the opinion leader who then informs the media. (Journal of 911 studies)



This multi-step information theory is the basis of our research as Twitter is a medium where the information message (tweet) by an opinion leader is retweeted by audience.

**Disinformation:**

Disinformation is the intentional false reporting by a medium. Military and espionage agencies use it in abundance as it is used to provide disinformation that is often interpreted by counter espionage agencies that are diverted from the rightful course.

As stated by Arasbaque, a blog on 9/11, “One of the telling signs of many disinformation artists (who may or may not be gainfully employed by some ‘shadowy government agency’) is that a lot of their claims are simply too strong to be true”. (James, 1837)

**Research Questions:**

- RQ1 In the events described above which one has a better success ratio and on what bases can that be judged?
- RQ2 What factors influenced the decline in popularity of the Sindh Festival?
- RQ3 In case of disinformation effect related to an issue on twitter. Did the effect last longer? Or did it bring massive damage to the festival?



RQ4 Did mainstream media play a role in bringing engagement on social media related to the events? If it did, was that used in favor or against the events?

### **Methodology:**

For this research quantitative content analysis is used as a method of data evaluation. According to the definition, “Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding.” (Berelson, 1952)

And, content analysis can be fruitfully employed to examine any kind of communication (Abrahamson 1983, p. 286). The content used for analysis for Sindh festival and Punjab youth festival was distributed in two three different sections.

### **Hashtags:**

Now with the twitter hashtags researchers, investigators, bloggers and journalists can easily find the trend that they want to follow. A good description of hashtag was defined by a news blog. As Mashable news blog puts it,

“The hashtag’s widespread use began with Twitter but has extended to other social media platforms. In 2007, developer Chris Messina proposed, in a tweet, that Twitter begin grouping topics using the hash symbol. Twitter initially rejected the idea. Nevertheless, in October 2007, citizen journalists began using the hashtag #SanDiegoFire, at Messina’s suggestion, to tweet updates on a series of forest fires in San Diego. The practice of hash tagging took off; now users and brands employ hashtags to cover serious political events (#Cairo) and entertainment topics (#MileyCyrus) alike.” (Mashable, 2013)

Later on all other social media websites also started using the hashtag to archive data. Today, the hashtags are not just used for

archiving but for live updates on certain event. In Pakistan, different hashtags often become 'trending tags' on the twitter platform using which people give their opinion in favor and against the event. #SindhFestival and #Punjabyouthfestival were two different hashtags that were used by the twitteratis during the events that we are using in the research.

For data collection three different hashtags were used in this study, #Sindh festival for Sindh Festival #Punjabyouthfestival, and #PYF14 for Punjab youth festival.

Two hashtags for Punjab Youth festival were used to balance out the hashtags. As many people used the Sindh festival hashtag. It was a top tweet in Pakistan during the events that is Feb 01 to Feb 15. However, in Punjab youth festival the official hashtag was #PYF14 however public did not know that and they kept on using Punjab youth festival.

### **Unit of Analysis:**

Twitter was used as the medium for gathering data for the research, while a single tweet was used as the unit of analysis. A tweet can be defined as a very short message posted on twitter.com (dictionary.com)

### **Systematic Sampling:**

Systematic sampling means to follow a system or a pattern for your research. Here in this research a similar pattern was used. From all the tweets taken above only first 10 and last 10 tweets of each day were analyzed. That is on Jan 26, ten tweets from 00:01am onwards, are taken and then last ten tweets before 11:59pm are taken. This has been done for all tweets.

### **Sindh Festival:**

#### **Days:**

Before the event: Tweets from Jan 25 to January 31<sup>st</sup> are taken in 'Pre event data'.

During the event: Tweets from the start of event 1<sup>st</sup> February to 15<sup>th</sup> February are taken in 'During the event data'.

After the event: tweets from end of event '16<sup>th</sup> February to 20<sup>th</sup> February are taken in 'post event data'.

Tweets gathered: 380

### **Punjab youth festival:**

#### **Days:**

Before the event: January 20 – Because no tweets were recorded from 16 to 19 January.

During the event: January 26 to march 11.

After the event: March 11 to 21.

#### **Tweets gathered:**

PYF14: 144

Punjab youth festival: 66

### **Operational Definitions:**

**Pre event:** All tweets published before the start of Sindh festival or Punjab festival. Researchers have used the data of 5 days before both the events.

**During the event:** All tweets published during the 15-day Sindh festival or the majority of the days on which Punjab festival events were scheduled are called 'during the event' - That is on the day or of the event. e.g. If one event of Punjab festival is on 12 February and second is on 18 February than the tweets of 12 and 18 February will be included in 'during the event' tag.

**Post event:** All tweets, stories that are published after the Sindh festival or Punjab festival. Here 5 days of data after the conclusion of event was used.

**Favoured tweet:** Tweets that are in favor of any of both festivals. It is difficult to measure the emotions of users on twitter. That is why some words are used as keywords including 'wow',

‘exclamation mark with a clause’ for example: a truck art inspired photo booth. This tweet is attached with a picture in which the user is posing with a truck. This tweet is categorized in favor of Sindh festival.

**Un-favored tweet:** A tweet that is against the event. This may include abusive tweets, tweets that are using foul language and, or complaining to government etc.

**Abusive Tweets:** Those tweets that are abusing any of the events.

**Neutral tweet:** Tweet that is neither in favor nor against the festival’s event. The tweet can be informative or a question.

**News:** All tweets that are linked to news websites (National and International) In this case many tweets were either linked to dawn, express news, tribune and Geo.

**Opinion:** All tweets that are not linked to any website and are showing user opinion

**Information:** Tweet that is informing the public must be in relevance with the Sindh festival. The tweets can be anything like there were tweets that were informing the public that Indian actress has visited the festival. Well, that is information at the same time it’s a positive point for the festival organizers. So it will be added in information as well as positive category.

**Question:** A tweet that is asking a question from the organizers of Sindh festival. Like, who will take care of Thar incident when you are spending so much on Sindh festival?

**Retweet:** All tweets that are again published by other users.

**Tagged:** A tweet in which some person has been called or tagged

**Replied:** A tweet that was generated in response to some person’s tweet

**Visited/seen:** Tweets by those who have personally visited or seen the festival on TV

**Twitter picture:** Any tweet that has an attached twitter picture.

**Linked:** Tweets include another website’s link. It should be noted that these websites are not news websites as there will be a separate category for that stuff.

**Emotions:** As per Humintell, science has specified there are seven basic emotions in the world that change the facial expression of the

being. Here, six of the seven emotions were used i.e. angry, joy, sadness, surprise, fear and taunt.

**Angry:** Many tweets in negative category have showed their anger on the organizers of the festivals. These tweets are categorized in angry category.

**Joy:** Some of the tweets in positive category are showing the joy in relevance with the festivals they are organized in joy category.

**Sadness:** Anger and sadness are two different things. There are tweets, in which users have said they are sad in relevance with the festivals.

**Surprise:** Than some of the users are surprised that an Indian celebrity came to Pakistan to attend the festival or Guinness book of world records were made.

**Fear:** Some damage was done to Mohenjo-Daro. Users feared that would happen. These tweets are added to the category.

**Taunt:** Tweets that were openly taunting the management.

### **Findings**

**Where:**

**In tables C: Category, TT: Total tweets, TTP: Total Tweet's Percentage, PE: Pre-event, D: During event, POE: Post event**

**Table 1: Nature of Tweets**

Tables	Sindh Festival (In percentage)					PYF14 (In percentage)					Punjab Youth festival (In percentage)				
C	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E
Pos itiv e	1 7 9	4 7	3 6	5 8	1 7	4 6	5 6	2 9	8 6	7 9	2 2	4 0	4 8	3 3	3 5
Ne gati ve	1 2 2	3 2	3 3	2 9	4 2	3	4	1 0	0	2	1 5	2 7	9 5	3 3	3 5
Ne	5	1	2	6	4	1	1	3	1	9	6	1	2	1	1

utral	8	5	3		0		2	5	3	4				1	4	7	9
Abusive	9	2	2	3	0		0	0	0	0			2	3.6	0	0	6.5
Offtopic	10	3	6	2	2		10	12	29	0	9		5	9.1	19	17	3.2
Others	0	1	0	2	0		11	13	0	0	0		5	9.1	0	0	0
Total	378	100	100	100	100		820	100	100	100	99		550	100	100	100	99

Tweets can be used to measure the negative or positive feelings of people. In the pre event period, positive and negative tweets were almost the same at 36 percent and 33 percent each. We see a visible increase in positive tweets in during the event category that is 58 percent positive against 29 percent negative tweets. However, after the event this perception changes, which can easily be seen in post event tweets, where only 17 percent were positive tweets while 42 percent, were negative tweets.

In Sindh festival, another important scenario is that of neutral tweets. The neutral tweets were 23 percent in the start, which declined during the event but in post event again increased to 40 percent.

In addition, some abusive tweets were noticed during the event. The abusive tweets were around 2 percent and 3 percent pre event and during the event respectively

In the Punjab youth festival both hashtags there were positive tweets witnessed but in PYF14 more negative tweets were witnessed as compared to Punjabyouthfestival hashtag. It can be seen that in Punjabyouthfestival hashtag, the negative tweets in pre event data were around 9.5 percent but they were 33 and 35 percent during the event and post event tweets. Same goes for the positive tweets. However, in PYF14 neutral tweets were around 33 percent in the beginning that later declined.

In both Punjab youth festival hashtags no abusive tweets were witnessed in the beginning they were only witnessed in post event tweets of Punjab youth festival hashtag.

**Table 2: Content of Tweets**

Tables	Sindh Festival (In percentage)					PYF14 (In percentage)					Punjab Youth festival (In percentage)				
C	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E
News	32	8	11	9	0	6	7	5	0	12	8	15	19	33	97
Information	169	44	18	49	63	30	37	43	43	37	13	24	24	17	26
Questions	26	7	14	4	8	0	0	0	0	0	3	55	95	0	32
Others	153	40	56	38	28	46	56	52	57	51	31	56	48	50	61
Total	380	99	99	100	99	82	100	100	100	100	55	100	100	100	99

In Sindh Festival almost the same trends of Information and other tweets (i.e. respectively 44 and 40 percent of all tweets) but this trend varies from pre, during, post event situation and a gradual increase can be seen in information based tweets which were 18 percent in the beginning but 63 percent in post event period. The other tweets decrease gradually from pre to post event periods (i.e. 56, 38 and 28 percent tweets respectively) in the three phases.

A small number of news sharing and question tweets can be seen in the period under study of Sindh festival.

Whereas in Punjab Youth festival same trend of Sindh festival can also be observed regarding the information and other tweets on both hashtags of Punjab festival including PYF14 and Punjab

youth festival (See table 2). But in both the hashtags information based tweets remained the same; no visible increase is seen during the study period.

Moreover, no single question was raised on PYF14 hashtag but a very small no of questions were asked during the period understudy of PYF.

**Table 3: Trends in Tweets**

Tables	Sindh Festival (In percentage)					PYF14 (In percentage)					Punjab Youth festival (In percentage)				
C	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E
Retweets	24	6	5	8	0	18	22	19	57	23	1	1.8	4.8	0	0
tag	117	31	37	31	20	17	21	38	43	14	7	13	19	0	9.7
Replied	24	6	5	2	25	1	1	0	0	2	3	5.5	9.5	0	3.2
Others	215	57	54	58	55	46	56	43	0	60	44	80	67	100	87
Total	380	100	101	99	100	82	80	80	0	99	55	100	100	100	100

In Sindh Festival, due to excitement among the public, some retweets were found to have occurred five percent in pre-event and eight percent during the event, but after the event subsided no retweets occurred (that is 0 post event retweets in percentage). Majority used to tag the others for communication during the event and few people interacted by replying each other.



However, in PYF14 and Punjab Youth festival a clear difference was seen. In PYF a lot of people retweeted the event while not many did it in Punjab Youth festival. Most people also used tags in PYF 14, which were not so heavily used in Punjab Youth festival tweets. Moreover, no replies were made in PYF tweets unlike Punjab youth festival where most people replied to each other.

**Table 4: Tweets by Visits**

Table s	Sindh Festival (In percentage)					PYF14 (In percentage)					Punjab Youth festival (In percentage)				
C	T	T	P	D	P	T	T	P	D	P	T	T	P	D	P
	T	T	P	D	P	T	T	P	D	P	T	T	P	D	P
Visited	81	21	53	30	10	67	70	00	00	14	00	00	00	00	00
Picture posts	68	18	36	16	00	38	46	19	10	63	26	47	43	17	39
Others	231	61	60	54	90	38	46	81	00	23	29	53	57	83	61
Total	380	100	100	100	100	82	99	100	100	100	55	100	100	100	100

In Sindh Festival, most people visited the place. Majority visited the event during its running period (30 percent) few people went to the place/ uploaded pictures.

In PYF and Punjab youth, festival, not many people visited the place. Some people posted the pictures of the event in PYF14, which was also the official twitter hashtag. However, there were zero visits recorded in Punjab youth festival.

The pictures that were not relevant to picture posts and visited tags were categorized in the others column.

**Table 5: Tweets by Emotions**

Tables	Sindh Festival (In percentage)					PYF14 (In percentage)					Punjab Youthfestival 1 (In percentage)				
C	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E	T T	T T P	P E	D	P O E
Angry	48	13	8	13	17	4	5	10	0	5	6	11	5	17	13
Joy	106	28	21	33	17	28	34	10	29	56	14	25	33	17	23
Surprise	24	6	10	3	12	4	5	5	43	2	3	6	0	0	3
Sad	19	5	6	5	3	0	0	0	0	0	1	2	5	17	0
Fear	22	6	15	3	5	0	0	0	0	0	0	0	0	0	0
taunt	47	12	16	13	3	1	1	5	0	2	16	29	29	33	29
Others	114	30	24	30	42	45	55	70	28	34	15	27	29	15	32
Total	380	100	100	100	99	82	100	100	100	99	55	99	101	99	100

Majority of the people’s tweets in Sindh festival were found to be happy (in joy) with the way the Sindh festival unwrapped (21 percent in beginning, 33 percent during and 17 percent at the end). Apart from that, a lot many of twitter users were angry due to different issues that have been described below in detail (8 percent in beginning, 13 percent during the event and 17 percent at the end). It can be seen that majority of the users who were happy in the beginning declined while those who were angry increased at the end of the event.

There were many tweets however, which could not be categorized in any specific category. These tweets were 114 in number and around 24 percent were extracted pre-event, 30 percent during it and 42 percent at the end.

Few users were also found to be surprised (10 percent in beginning, 3 percent during and 12 percent at end) and some feared the event may cause harm to artifacts (6 percent in beginning, 10 percent during and 3 percent at end) while others were sad (6 percent in beginning, 5 percent during and 3 percent at end).

An angry tweet at the end it was placed in post event category

rabya khan @rabya11 Feb 20
the whole purpose of the #SindhFestival is to promote the Bilawal. #Truth #Pakistan #Sindh #Sad pic.twitter.com/FCFnKkka6r

In PYF and Punjab youth festival, there were two different opinions. In PYF, people were more happy (10 percent beginning, 29 percent during and 56 percent end) throughout the event than Punjab youth festival. While in Punjab Youth festival people were happy at 33 percent in the beginning, which declined until the end of the event to 23 percent. Majority of the public taunted the event at 29 percent in beginning and at end.

Similarly, there were 45 tweets, which were not categorized, in any specific category. They comprise of 70 percent tweets extracted before the event, 28 percent during the event and 34 percent at the end. Same goes for the #PunjabYouthFestival hashtag. Here 15 tweets were in the others category. This goes for around 29 percent of tweets before the event, 15 percent during it and 32 percent at the end.

Most of the people were surprised in PYF 14 due to the acts that were exhibited in the event.

**Analysis:**

Based on the results here are the questions that we have researched.

**RQ1. In the events described above which one has a better success ratio and on what basis can that be judged?**

To analyze the event with better success ratio it is needed to compare the results of both the festivals. In case of Sindh Festival and Punjab Youth Festival, there is a clear difference in tweets and hashtags.

**Sindh Festival:**

The event lasted for 15 days. Numerous events took place during the days in different parts of Sindh.

It ended on February 15<sup>th</sup> with closing speech by Bilawal Bhutto Zardari.

**Punjab Youth Festival:**

The events in the festival were also held in different parts of Punjab but major events took place in Lahore.

This year the festival started at Lahore national stadium and the chief guest was the Chief Minister of Punjab.

**Comparison of the tweets of both the festival:**

As compared to Sindh festival, the transition in Punjab youth festival was rather vague. Because, on one hand #PYF14 was a government initiated twitter trend while #punjabyouthfestival was made by the public.

Though, 137 tweets were received on the earlier hashtag and 55 tweets on the latter. If the government initiated one is discarded than there is not enough data to judge the results however if the hashtag is counted than the results are unclear as they also include 26 tweets by the Punjab board administration.

While maximum transition is seen in Sindh festival where the positive sentiments declined and negative increased.

**a) By News, Information & Questions:**

Out of the tweets that were related to news, information and questions related to the event, roughly 8.4 percent were news stories that were on the Sindh festival. While, 44.4 percent were

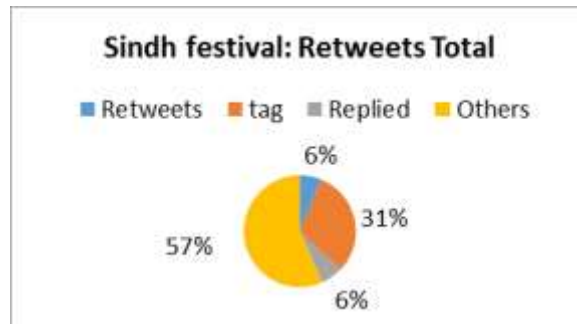
informational tweets and 6.8 percent tweets were questions asked about the sindhfestival.

For Punjab youth festival, 4.7 percent were news, 42.8 percent were information, 0 percent questions in start. During the event, the news tweets were 0 percent while, information tweets were 42.8 percent. At the end, 11.6 percent were news, 37.2 percent were informational tweets.

If compared with Sindh festival one prominent factor is that the news stories about Punjab youth festival that were trending on twitter were 9.6 percent of 55 tweets and 11.6 percent of 137 tweets while in case of Sindh festival there were no news stories in circulation at the end of the event however this trend remained in the Punjab youth festival.

**b) By Retweets:**

In Sindh festival, a total of 63 percent retweets, 30.7 percent tags, 6.3 percent replies and 56.5 percent other tweets were noticed. Out of these, in the beginning 4.5 percent retweets were increased to 8.4 percent during the event and died to zero at the end. While the tags were proportionate with 36 percent in start, 30.9 percent during, and 20 percent at the end. The replies of twitter users increased at the end to 25 percent, which were 4.5 percent in start and 2.11 percent during the event.

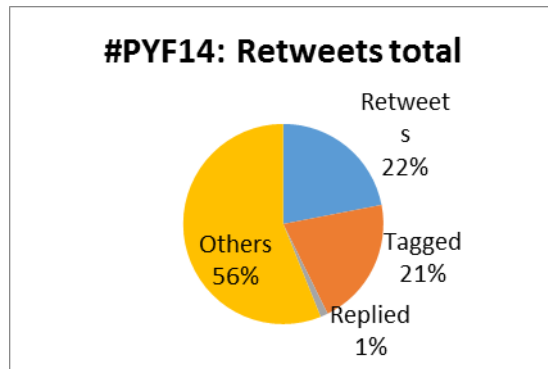


While in Punjab youth festival hashtags #PYF14, total 21.9 percent retweets, 20.7 percent tags, 1.2 percent replies occurred in overall event. And in #Punjaboyouthfestival, 1.8 percent retweets, 12.7 percent tags, 5.4



percent replies occurred. This also tells that the #PYF14 audience was mostly having positive sentiments towards the festival at the same time the higher density of replies in #Punjaboyouthfestival tells that the audience was interacting with each other in the latter hashtag.

If we compare it with Sindh festival, the audience in Sindh Festival tweeted more than the Punjab youth festival event. Around 35% of the total tweets were counted during the event in #Sindhfestival



while in #PYF14 only 5.1% tweets were during the event and in #Punjaboyouthfestival it was 10%. Which led us to the conclusion that majority of the people were not tweeting during the

event this also means they were not watching the event. As per a recent report in the insights of tweets sent in World cup 2014, Twitter says 642million tweets were recorded during the events. That means at least 642million people were engaged in the games.

So, the ratio of engagement in Sindh festival was far higher than Punjab youth festival.

**c) By visits and Pictures:** In Sindh festival, around 21 percent twitter users who used the hashtag visited the event in person as per their tweets, while 17 percent posted pictures from a total of 380 tweets.

This is a tweet from 16<sup>th</sup> February. It was selected in post Sindh festival tweet section.

Ayesha Tammy Haq @tammyhaq Feb 16

RT @tapujaveri: Amir Adnan, Fakhir e Alam @shehryar\_taseer Amin Gulgee and @tammyhaq #sindhfestival #fashion  
<http://instagram.com/p/kWiZoeq4pP/>

*Instagram picture of the above tweet:*



Unlike Sindh festival, 0 percent people talked about their visits to the Punjab youth festival, 26 percent pictures were shared during the whole festival out of the total tweets in #Punjab youth festival. While in #PYF14, which was a government made hashtag, 6 percent people talked about their visits in post event data, 38 percent pictures were shared out of the total tweets.

*A picture tweet on opening ceremony of #PYF14 and also a visit as described by the tweet itself:*



**d) By emotions:**

In case of Sindh Festival, 12.6 percent twitter users were angry, 27.8 percent were joyful, 5 percent were sad, 6.3 percent showed surprise, 5.7 percent expressed fear, and 12.2 percent taunted the festival in their tweets. While, 30 tweets data was not confirmed. Out of these, the significant change in the behavior was from joy to anger, as majority of the twitter users joy decreased from 20 percent in the beginning to 17 percent at the end while, anger increased from 8 percent in the beginning to 17 percent in the end. A joy tweet in the beginning it was placed in pre event category.

✦✦hētÅЯεεИ✦✦ @docTeez Jan 25
Remaining close to our cultural values will keep us strong as a nation. Great work @BBhuttoZardari #Sindhfestivalpic.twitter.com/pUVnbZbrzf

An angry tweet at the end it was placed in post event category



rabya khan @rabya11 Feb 20

the whole purpose of the #SindhFestival is to promote the Bilawal.  
#Truth #Pakistan #Sindh #Sad pic.twitter.com/FCFnKkka6r

Unlike the tweets of Sindh festival, in #PYF14 the government made hashtag, majority of the tweets were information provided by the government accounts that is why most data was not available. As an example, (During the event) for #PYF14

Jaiser @JaiserAbbas Feb 17

RT @RohanD87: Arrangements for Most People Singing National Anthem by @SportsBoardPB #PYF14 pic.twitter.com/uxnmLKPFrv

This was basically an informative tweet that was retweeted in #PYF14.

On the other hand, #PunjabYouthFestival content was quite lively, here the users criticized the festival as well as also expressed their behavior. For example,

Moiz Khan @iMoizKhan Feb 15

kya ye jahilbewakoofbachay cards phenkrrehain. Sahinhibna is baar flag #DunyaNews #PunjabYouthFestival

Based on the above results it can be said that out of #PYF14 and #punjabYouthFestival, latter was a better hashtag for predicting public opinion however due to lower engagement ratio its data cannot be used as a sample alone.

On the other hand, in #SindhFestival 70 percent people expressed their behavior and based on that behavior majority was in favour of the even but the positive sentiments declined at the end of the event.

**RQ2. What factors influenced the decline in popularity of the Sindh Festival?**

Many factors here led to such behavior as was analyzed by the data gathered through twitter.

**a) The misinformation that Sindh festival logo was sued by DC comics.**

On February 18th, A News Started On #Sindhfestival By [@Dfrancis86 – A Radio Presenter and Singer] That Sindh Festival was Penalized by Dc Comics for Using its Logo without Permission. The News Turned out to Be False Because Sindh Festival did not Change Its Logo nor The Mass Media Ever Broadcasted The News. Later, @Nicemangoes The Creator Of The Logo also defended the Logo and Posted on her blog that no such Thing has Happened.

Though the writer later denied that her logo was sued but majority of the public still retweeted the news story, which led to the diminishing positive sentiments.

**b) Children deaths in Thar due to malnutrition.**

Later, another incident that was alarming was the situation in Thar. A contagious disease had spread in the area that took lives of around 150 people including small children. This was another issue that also played a role in minimizing the positive sentiments about Sindh Festival.

**RQ3. In case of disinformation effect related to an issue on twitter. Did the effect last longer? Or did it bring massive damage to the festival?**

The DC comics issue did play a negative role in the promotion of #Sindhfestival. 36% of the tweets in post event data were related to the DC Comics issue – explained in research question 1.

Though, the event had already subsided on 15<sup>th</sup> of February while the issue was raised on 18<sup>th</sup> of February that is why no major

damage was done to the campaign. If the issue had emerged earlier it might have played some role in damaging the campaign and the administration, then, would have issued a message related to it.

**RQ4. Did mainstream media play a role in bringing engagement on social media related to the events? If it did, was that used in favour or against the events?**

On January 21, 2014 Bilawal Bhutto made a speech declaring ‘cultural emergency’ in Sindh. This was nine days before the actual event. The speech was made in a paid advertisement and was run on Pakistani TV channels many times a day. Because of this advertisement, the twitter users started discussing the event, this can also be seen if a search is run on twitter using ‘#Sindhfestival’ for results published on January 26.

This generated mixed opinions about the festival which can easily be observed as 35.6 % tweets were in positive and 33% tweets were not in negative in the event as seen in Table 1.

On the other hand, #Punjabyouthfestival had not such a dynamic start as #Sindhfestival because there were no speeches or paid advertisements of Punjab youth festival in mainstream media from beginning. The Punjab government however, used online media to promote their event which was not as successful online as Sindh festival. This can be seen by the initiation of their website on 21 January, the same date the Sindh festival paid adverts appear on mainstream.

(<http://www.whois.net/whois/punjabyouthfestival.com>)

Based on the above information it can be concluded that those events that were promoted in mainstream media generated more engagement on the hashtags. And, the type of promotion (positive or negative) was directly related to the sentiments (positive or negative) on twitter.

Engagements on twitter  $\propto$  mainstream promotion

**Conclusion:**

Major credit for the marketing goes to #Sindhfestival, because its team used only one twitter handle, which was also used by the Sindh festival followers, the same, was not maintained by Punjab youth festival team and therefore the management used #PYF14 and audience used #Punjabyouthfestival.

Thus, Sindh festival was a better success on social media because of its campaign during the event but that failed after Thar issue rose. Punjab youth festival had less audience on social media and in comparison to Sindh festival it was not very popular.

As for the nature of public opinion, the Sindh Festival was marketed in a better way – thus its ratings were clear and more towards the positive sight. That means, the event was praised by the public in comparison with the Punjab Youth Festival.

**Limitations of the research:**

1. The tools for a better categorization and acquisition of data from twitter were not available so all the data was retrieved manually. Hence, there are chances of error.
2. Not many users in Pakistan are active on twitter. Because of this limitation, it is hard to acquire results from twitter.
3. People in Pakistan do not usually grasp social media in general and twitter in particular as a research medium whereas it has become an effective medium in west.

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