

# Constituent Analysis: Level I Telengana State Elections



**WHAT ARE YOUR  
DEMANDS SHOULD BE  
FULFIL FOR YOUR  
MUDHOLE CONSTITUENCY**  
**TELANGANA ELECTIONS**



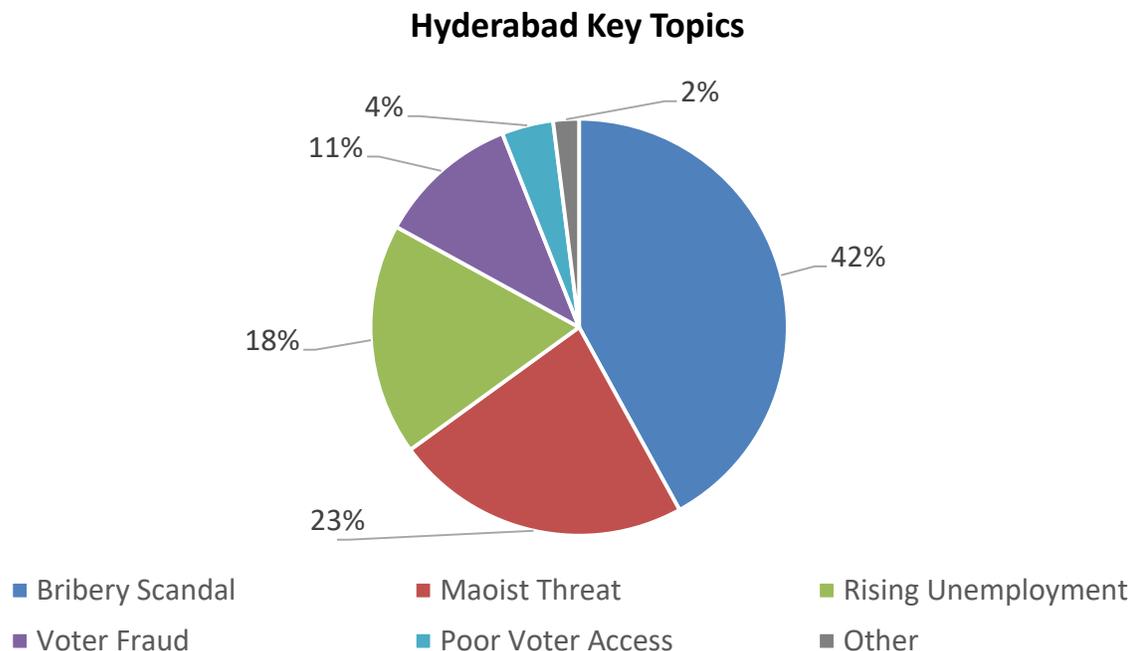
## Overview

Online discussions within the city of Hyderabad revealed the public’s growing discontent with the two political coalitions competing in the Telengana State Elections. Telegana’s capital Hyderabad comprises 25% of the state’s voting population, is one of India’s major economic hubs, and remains a key influencer in local, regional, and national security and economic development initiatives, giving it a pivotal role in the election outcome.

## Findings: Topic Modeling

Five (5) key topics emerged from trending Hyderabad online discussions: (1) Bribery scandal to influence voters, (2) Maoist threats to disrupt the election, (3) Fake job recruiters, (4) Voter fraud, and (5) Lack of minority groups’ representation (e.g. Christians).

- **Bribery Scandal:** 42% of discussions were linked to Hyderabad Police [intercepting](#) INR 7.51 Crores (USD 1.1 Million) in cash intended to bribe voters ahead of the elections
- **Maoist Threat:** 23% were related to threats issued by the Maoist insurgents in Telengana calling for a boycott of the elections
- **Fake Job Agents:** 18% are associated with the rise of fraudulent job agents wooing unemployed youth for overseas jobs
  - 78% pertain to the [recent](#) arrest of a 48-year old who was caught with three passports and INR 8.6 Lakhs (USD 12,000) in cash
- **Voter Fraud:** 11% were related to the [discrepancy](#) in voter registration in Nampally, one of the most densely populated constituencies in Hyderabad
- **Poor Access for Minority Voters:** 4% pertained to the lack of initiatives by either political coalition to assuage voters of religious minority groups, specifically Christian sects in Hyderabad’s suburbs



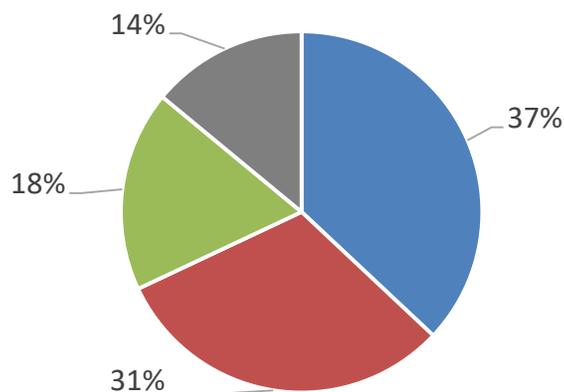
***“KCR has failed the entire people of Telangana. TRS didn't fulfill their election promises. #BringBackCongress #KCRFailedTelangana” Sony Jakkula***  
[\(Tweet\)](#)

## Findings: Topic Modeling by Party Coalitions

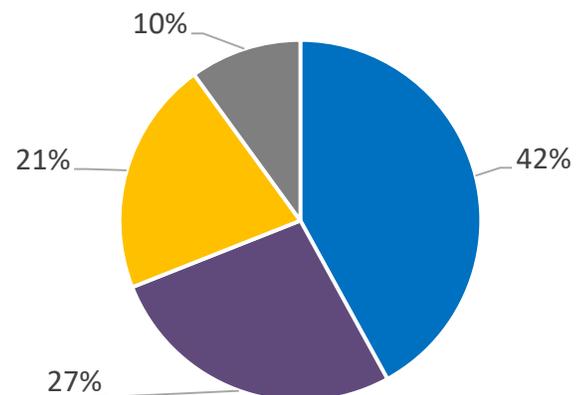
The *Mahakutumbi* (“Grand Alliance”) coalition comprised of Telegu Desam Party (TDP) and Indian National Congress party is challenging the coalition led by Telangana Chief Minister K.C. Rao’s Telangana Rashtra Samithi (TRS) party and the All India Majlis-e-Ittehadul Muslimeen (AIMIM). Topic Modeling revealed topics related to the two-party coalitions:

- Chief Minister K.C. Rao’s TRS-AIMIM Coalition:
  - 37% of discussions involved dissatisfaction over the decision to use drones to analyze farm lands instead of ground-level inspection by state authorities
  - 31% involved dissatisfaction among Dalits—despite being Chief Minister K.C. Rao’s caste group—in not addressing their grievances
  - 18% expressed disappointment in not having any women in Chief Minister K.C. Rao’s cabinet and concerns of continued gender disparity should he be re-elected
- *Mahakutumbi* Coalition:
  - 42% of discussions were related to the dissatisfaction with the alliance to address the destruction of the opposition party office by Mahakutumbi volunteers
  - 27% were related to dissatisfaction with the alliance’s lack of substantive policy initiatives to address grievances in Telangana State
  - 21% were related to public uncertainty regarding Mahakutumbi Alliance’s experience in governing Telegana State

**TRS-AIMIM Coalition Topics**



**Mahakutumbi Alliance Topics**



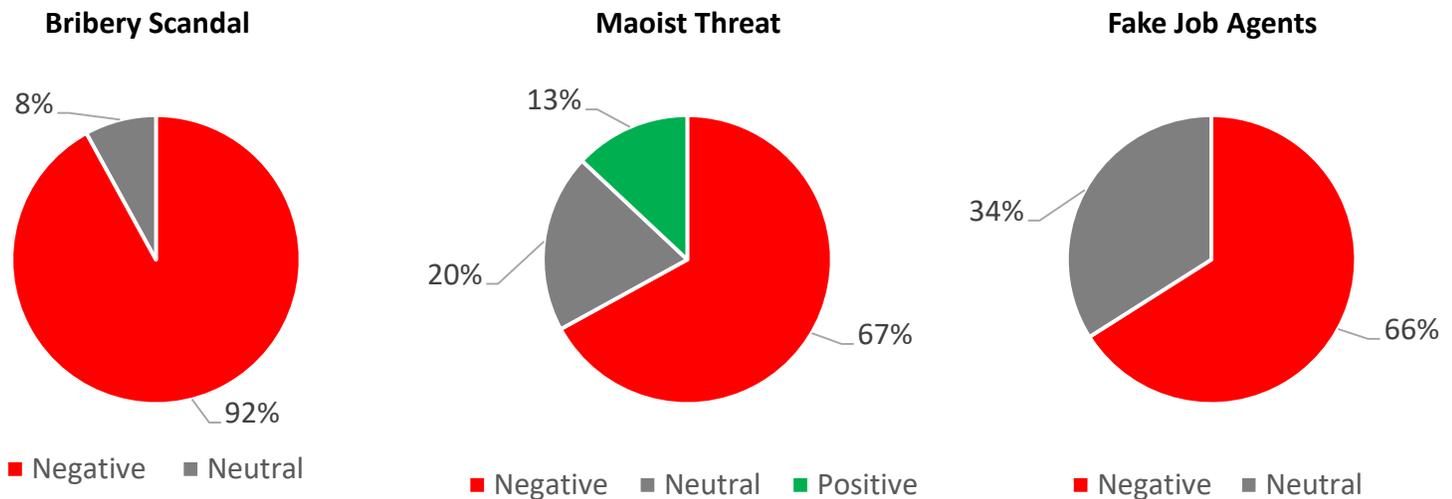
■ Drones on Farms      ■ Dalit Dissatisfaction      ■ Violence      ■ Uncertainty on policies  
■ Women in cabinet      ■ Other      ■ No past performance      ■ Other

***“I guess Congress is now appealing to Christians because it is election season. They should care always!”*** ([Comment on YouTube](#))

## Findings: Sentiment Analysis

Revealed variations in public sentiment in relation to key topics within Hyderabad:

- **Bribery Scandal:** The cash interception by Hyderabad Police received the highest negative sentiment (92%) of all topics with a majority (67%) emerging from Hyderabad’s suburban areas
- **Maoist Threat:** While the Maoist threat received significant negative sentiment (67%), Maoist sympathizers are creating small but growing positive sentiment (13%)
- **Fake Job Agent:** Nearly 100% of all negative sentiment (66%) about the fake job agent scandal emerged from Hyderabad’s “Cyberabad” tech corridor in northern Hyderabad



Telangana State leads the nation with the highest number of Maoist incidents in 2018 (Source: [Gov. of India](#))

***“7cr caught means at least 70cr already distributed. Great Indian Democracy. For sure our forefathers who fought the British would never have dreamt such a sorry state of Indian democracy.” Ganesh ([Tweet](#))***

### Findings: Sentiment Analysis (Continued)

- **Voter Fraud:** 72% of negative public sentiment associated with voter fraud in Nampally was due to public fear of similar issues in their constituency
- **Minority Voters:** 57% of Christian voters in Hyderabad expressed negative sentiment regarding the lack of engagement from either coalition to court the Christian voting bloc

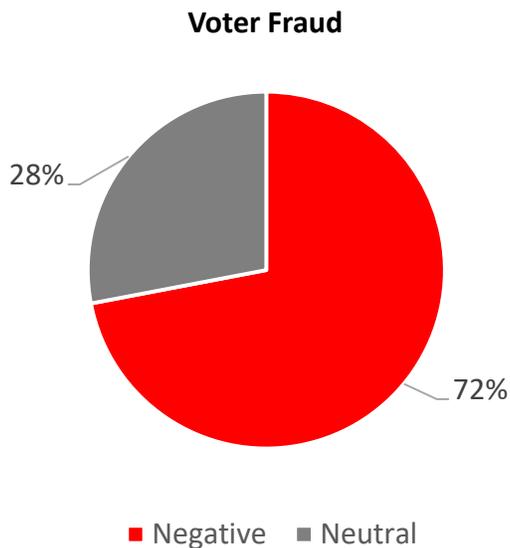
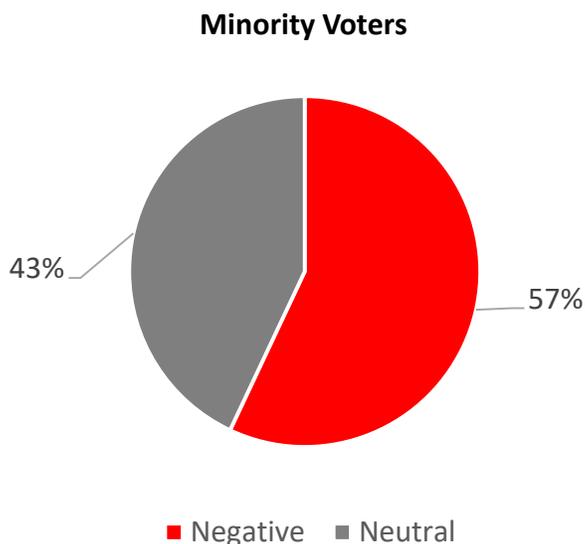


Photo of a wood storage facility listed as a voter address (Source: [The News Minute](#))



Screen capture of a “Christian Manifesto” released by the TDP-Congress Coalition to woo Christian voters (Source: [Twitter](#))

***“Police supporting Mahakutumbi alliance while on duty in social media during office hours. If this is the situation how can we have fair election?”***

*Thakur B Singh ([Tweet](#))*

## Findings: Key Influencers

ENODO’s analysts identified the top five (5) influencers currently shaping online public opinions, which were classified based on their social media reach (i.e. number of online users engaged). Online influencers related to the two political alliances in Hyderabad revealed a wide range, from regional journalists to movie actors.

Influence Rank [1= Highest, 5= Lowest]	Influencer	Online platform	Coalition Influenced
1	Times of India	Twitter	Mahakutumbi Alliance
2	ANI	Twitter	TRS-AIMIM Coalition
3	hashHyderabad	Facebook	TRS-AIMIM Coalition
4	Sabya Sachi	Instagram	Mahakutumbi Alliance
5	All India Radio	Facebook	Both TRS-AIMIM and Mahakutumbi

## Findings: Impact of Key Influencers

Online influencers were further analyzed to uncover the extent of their influence regarding topics related to the Telangana State Elections.

Influence Rank [1= Highest, 5= Lowest]	Influencer	Topics Influenced	Impact Score [0 = Low Impact, 1 = High Impact]
1	Times of India	Bribing voters, Maoist threat	0.91
2	ANI	Bribing voters, women in cabinet	0.82
3	hashHyderabad	Drones on farms, voter fraud	0.74
4	Sabya Sachi	Bribing voters, Unemployment	0.66
5	All India Radio	Unemployment	0.57

**“Does it do anything for schools, hospitals and future of Telangana? Third world country standards in govt run schools and hospitals” Amruth Chinthala ([Tweet](#))**

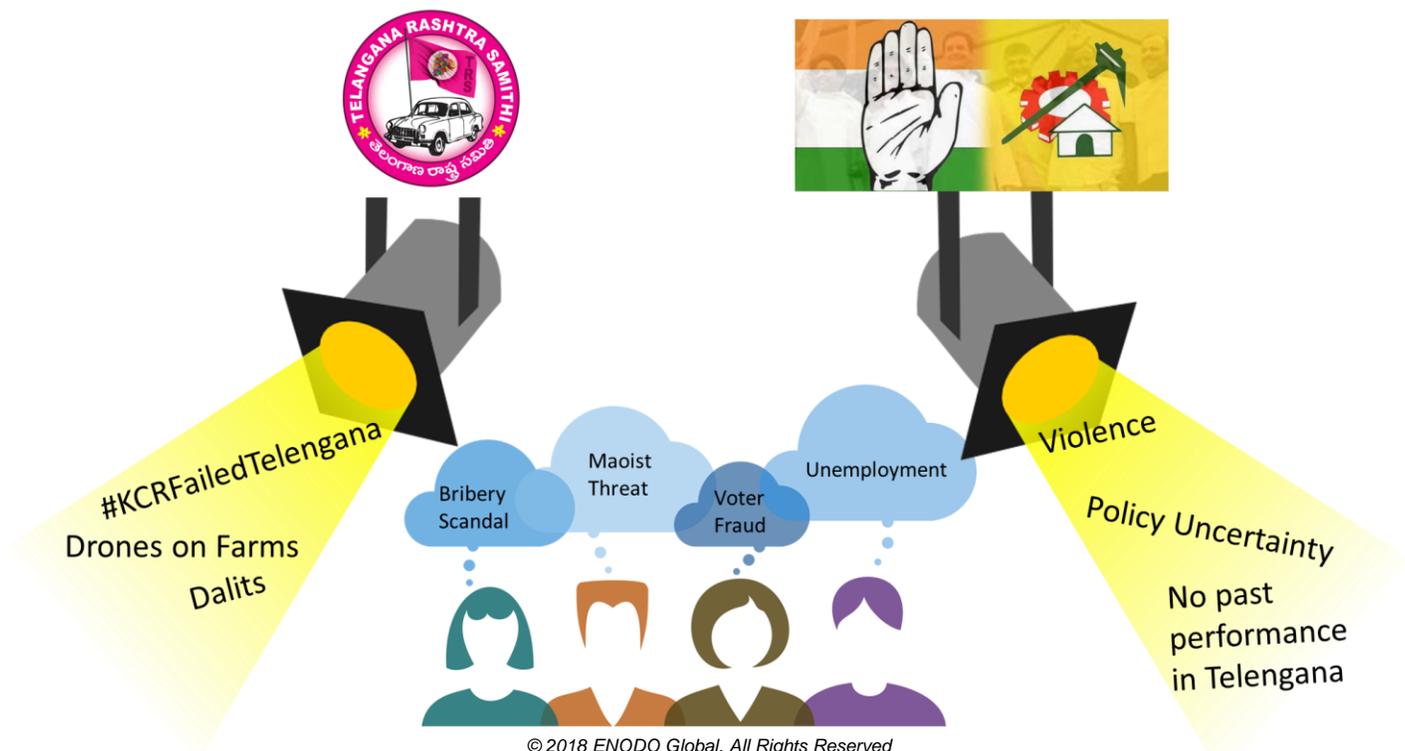
## Recommendations

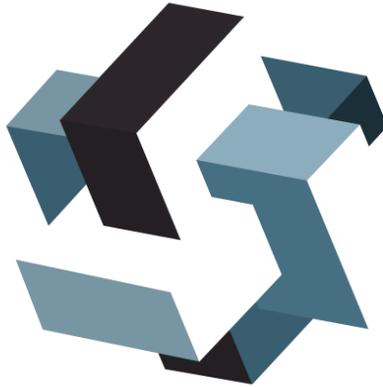
Employ “Social Listening” tools and conduct additional [Constituent Analyses](#) to:

- Uncover additional insights from the Hyderabad constituency related to each coalition activities in the Telangana State campaign
- Continuously monitor changes in public perceptions and sentiment of Key and Trending topics and their impact of existing campaign activities
- Inform the creation of a campaign slogan, theme, communications strategy, and engagement activities based on key topics and their associated sentiment
- Design targeted narratives to engage untapped constituent groups (e.g., Christians and Maoist supporters)
- Integrate Social Network Analysis of key influencers to identify how to increase each coalition’s share of online discussion

## Data Analytics

ENODO analyzed 21,054 Tweets, 11,221 Facebook posts, 7,6110 Instagram posts, 4,901 YouTube comments, 3,202 news websites, and 1,110 blogs in Telegu and English languages within the Hyderabad metropolitan area to produce this analysis.





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