

Social Media Investigation: Sesame Street India



“I wish I could see Sesame Street India in my native language!!” (Source: Aditi Mehta, [Twitter](#))

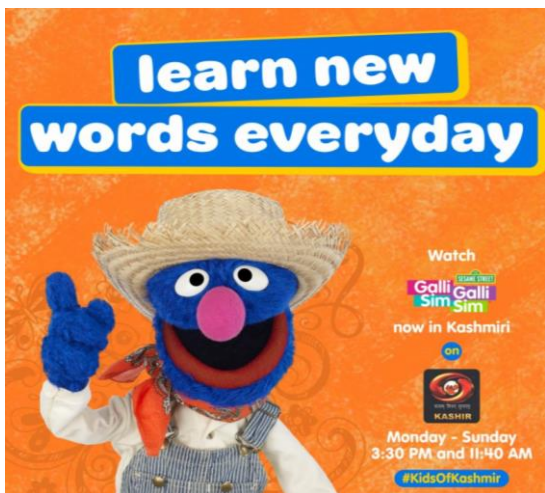
Overview

Analysis of Indian online discussions associated with Sesame Street's *Galli Galli Sim Sim* (GGSS) revealed that GGSS has alienated nearly 23% of India's population by directing its programming primarily at Hindi- and English-speaking groups. This report details the impact of these limitations and illustrates how Sesame Street can improve its ability to positively influence children's education in the global market by expanding its social media reach and ensuring its programming remains culturally and linguistically attuned to all population groups within its target markets.

Findings: Topic Modeling

Analysis of Indian social media discussions revealed three (3) key topics related to GGSS:

- 57% of discussions express frustration that GGSS has not expanded its content to other language groups to reach Non-Hindi audiences in their local languages
 - Includes Bengali (83M), Telugu (74M), and Marathi (71M), and others (80M)—a combined 308M people or 23% of India's population
- 23% of Indian viewers perceive GGSS programming as Hindu-centric
 - Muslim audiences are frustrated that GGSS characters do not represent India's 16% Muslim population
 - ☐ 92% of non-Hindu parents would like to see their religion represented in GGSS's special announcements during religious events
- 17% of viewers want GGSS literacy program content in local languages
 - Viewers perceive English-only messaging as a language barrier since there is no translation between non-Hindi languages (e.g. Kashmiri) and English



"Why is an English literacy program in Kashmir not advertised in local language??" (Facebook)



"What about people who don't celebrate Hindu Diwali Greetings?" (Facebook)

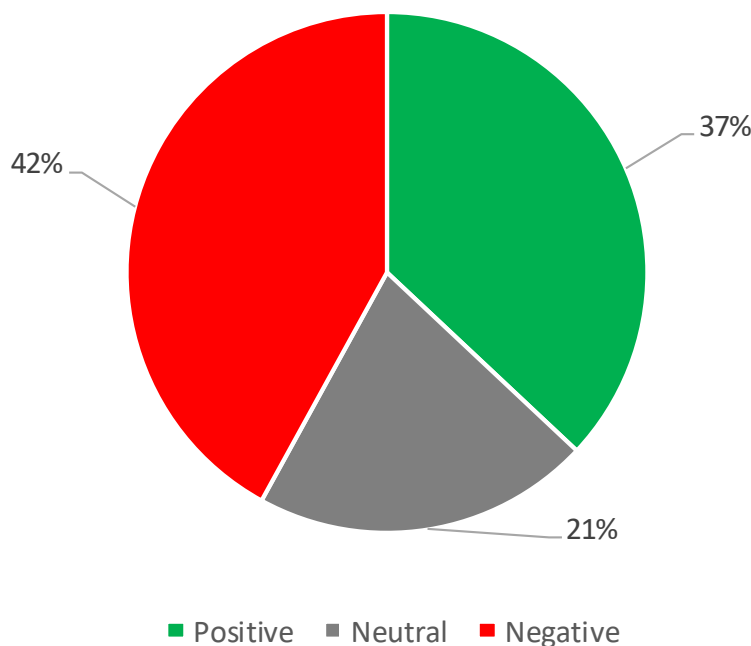
“Growing up, I learnt so much from Sesame Street. Now it's Galli Galli Sim Sim in Hindi! Eeek!!! Grover has a Punjabi accent - YUCK!” (Tweet)

Findings: Sentiment Analysis

Analysis of social media conversations associated with GGSS programming revealed:

- 42% of discussions expressed negative sentiment about GGSS
 - 92% of negative sentiment emerged from non-Hindi speaking groups
- 37% of social media users expressed positive sentiment towards GGSS
 - Social activists promote GGSS’s success at encouraging literacy among low-income children
 - GGSS’s recent expansion into Kashmiri, Tamil, and Telegu languages in their respective Indian states (Jammu and Kashmir, Andhra Pradesh, and Tamil Nadu)
- 21% of neutral sentiment is attributed to GGSS’s failure to disseminate social media messaging on platforms other than Twitter
 - Only 2% of all social media interactions with GGSS’ official account (e.g. Indians reacting or commenting to GGSS posts) are on Facebook
 - GGSS has an insignificant footprint on visual social media platforms (i.e. YouTube and Instagram)

Public Sentiment of Galli Galli Sim Sim

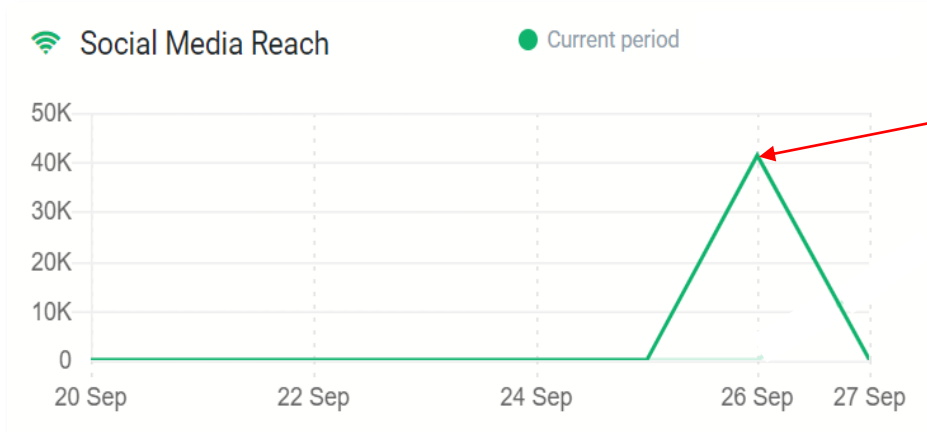


“Wish Elmo, Chamki, and Grover wished us Eid Mubarak too!!!!” (Tweet)

Findings: Social Media Analysis

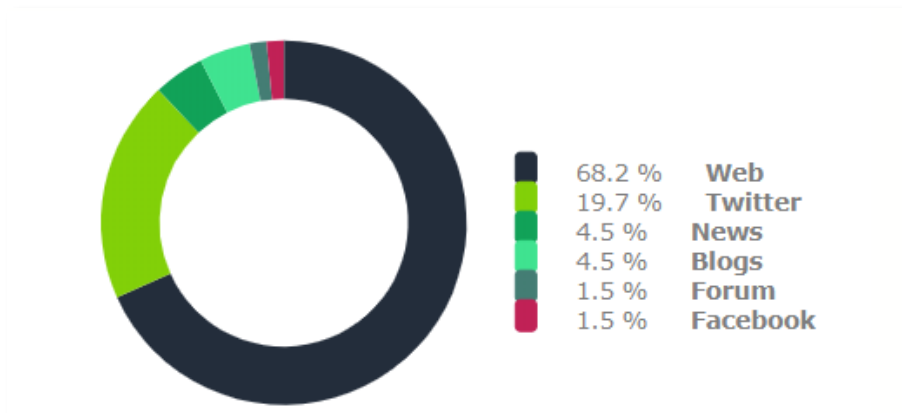
Reveals that GGSS’s social media footprint is relatively limited, however, its recent incorporation of additional languages spiked online discussion and interest:

- 22% of GGSS’s online interactions are found only on two social media platforms
 - 20% of discussions are on Twitter
 - GGSS’s Twitter announcement that it would be expanding to Tamil and Telegu languages drastically increased its overall social media reach
 - Less than 2% of discussions are on Facebook
- 68% of GGSS’s online footprint is found on non-social media sources
 - 38% on Doordarshan website (India’s state-run television)
 - 19% on Indian language news websites
 - 11% on private cable television website (e.g. Zee TV India)



Spike in Social Media Reach when GGSS was broadcasted in two south Indian languages (Telegu and Tamil) on 9/26

Trend line showing GGSS’ Social Media Reach during current reporting period



Online platforms where GGSS conversations are occurring

“I never knew how much I needed to hear Grover in Hindi. But it will be cool to have Grover speak other languages too!!” (Tweet)

Recommendations

Conduct more in-depth Social Media and Sentiment Analysis to:

- Deliver tailored social media posts that appeal to diverse religious and linguistic groups across multiple online platforms
- Gain greater insights into GGSS’s current and future audiences in India to align programming content and social media messaging with their interests
- Identify and address public programming concerns in near-real time
- Expand social media penetration and saturation
- Improve public sentiment and appeal to populations outside of Hindi- and English-speaking groups by:
 - Expanding GGSS into additional languages widely spoken in India
 - Providing literacy programming using local language translation
 - Including references to Muslim identities in programming by using Muslim names and mentioning Muslim religious events



Data Analytics

ENODO analysts examined 56,097 Facebook posts, 41,108 Tweets, 21,007 Instagram posts, and 17,098 YouTube posts to produce this analysis.



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