

Social Risk Investigation: ExxonMobil Papua New Guinea



“We will shut [PNG LNG] down forever, we will burn everything.”

David Hayabe, online [news](#)

Overview

ExxonMobil’s ability to safeguard their Liquefied Natural Gas (LNG) investment, successfully implement expansion projects, and create an enduring partnership with the people of Papua New Guinea (PNG) is at risk. Increased social tensions due to negative public sentiment associated with land payment distributions has increased Exxon Mobil’s Social Risk exposure and threatened its operations. Sentiment analysis and topic modeling reveals how the current instability can negatively impact ExxonMobil’s PNG operations and its reputation throughout the region.

Sentiment Analysis

Measured public sentiment of online discussions and local news regarding ExxonMobil’s PNG LNG operations—emerging from both upstream and downstream communities.

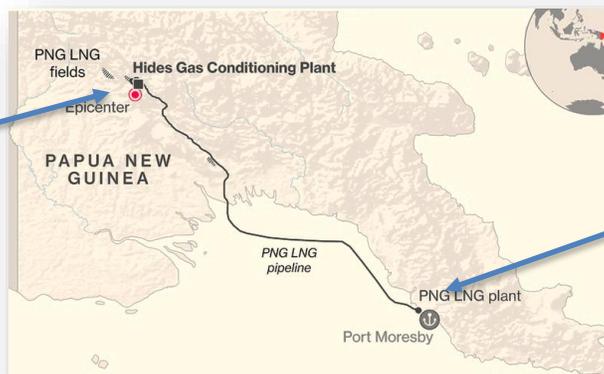
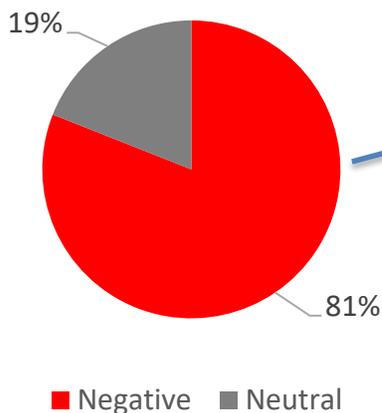
Upstream Sentiment (Hela Province)

- Negative sentiment (81%) exists due to protests against Exxonmobil’s delay in fee payments to landowners
 - 92% of this negative sentiment emerged from Angore landowners who have leased their lands in the Hides and Muruk gas fields
- Neutral sentiment (19%) is due to public uncertainty in PNG’s Prime Minister Peter O’Neill’s strategy to work with landowners and local law enforcement

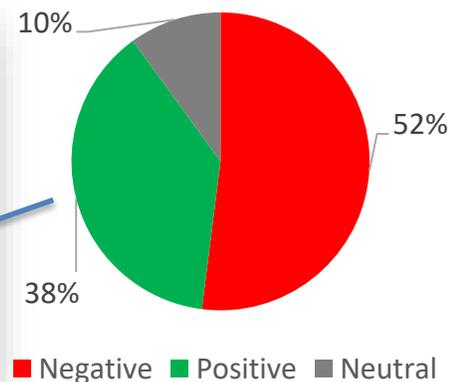
Downstream Sentiment (Port Moresby)

- Negative sentiment (61%) represents frustration by communities living along the coast that are not receiving royalties from the LNG Plant in Port Moresby
- Positive sentiment (38%) emerged from ExxonMobil’s funding of a health care center in Porebada, located just outside Port Moresby

Upstream Sentiment



Downstream Sentiment



“Papua New Guinea has Indonesia raping and killing on one side and ExxonMobil on the other.” *Beaver Murray, [Twitter](#)*

Topic Modeling

Revealed trending topics relevant to PNG discussions concerning ExxonMobil, organized across upstream and downstream locations to obtain a more localized analysis of topics.

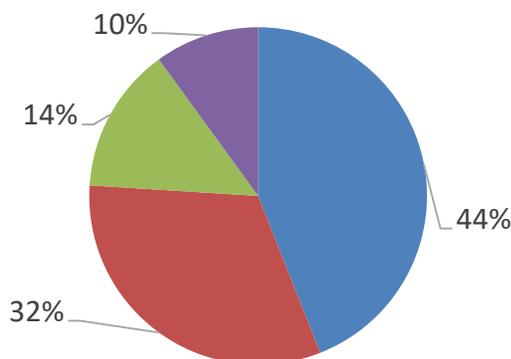
Upstream:

- **Land fee payments:** 44% of discussions pertain to clan leaders mobilized by the Angore Tiddl Appa Landowners Association Inc. (ATALA) who [demanded](#) justice for the delays in royalty payment for their leased lands
- **Environmental degradation:** 32% relate to LNG gas fields near the site of the recent Tumbi Mountain landslides that have [heightened](#) concerns among local people
- **Elk-Antelope fields:** 14% concern the November 2018 [agreement](#) between PNG government and France’s Total to install a second LNG plant in Elk-Antelope fields in central Papua New Guinea

Downstream:

- **Economic Growth:** 51% are concerned with the promises of an economic boost made by PNG government, yet there is [no](#) significant impact on economic development around the capital Port Moresby
- **Healthcare Center:** 22% discuss ExxonMobil’s funding of the Porebanda healthcare [center](#) to provide medical supplies/equipment to boost healthcare capacity in the region
- **Corrupt police:** 18% pertain to the [lockdown](#) of Alotau (southernmost region) due to gang violence and its potential impact on the Port Moresby plant

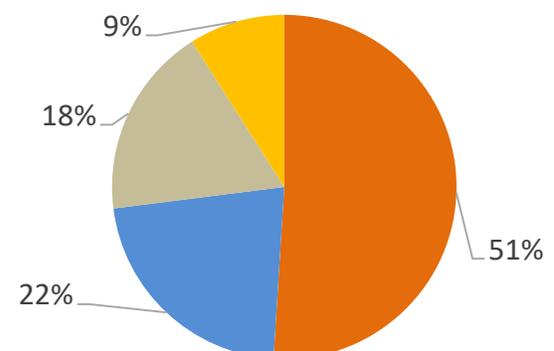
Upstream Topics



■ Land fee payments
■ Elk-Antelope fields

■ Environmental Degradation
■ Other

Downstream Topics



■ Economic Growth
■ Corrupt Police

■ Healthcare Center
■ Other

“This goes to show the tenacity with which resource companies will pursue their profits - disregarding any consideration of the harm they do.”

Sharon Yoxall, [Twitter](#)

Key Influencers

Analysis of ExxonMobil-related topics related to the LNG project revealed five key internal and external influencers that shape PNG public sentiment—based on their level influence

Influence Rank [1= Highest, 5= Lowest]	Influencer	Online platform	Online Link
1	SCMP News	Twitter	@SCMPNews
2	Natural Gas World	Twitter	@NatGasWorld
3	NBC PNG	YouTube	@NBCPNG
4	One Papua New Guinea	News website	https://www.onepng.com/
5	Pacific ADS Group	Twitter	http://www.pacificadsgrp.com/

Impact of Key Influencers

Online influencers were further analyzed to uncover the extent of their influence on conversations about specific topics related to the ExxonMobil PNG LNG Project.

Influence Rank [1= Highest, 5= Lowest]	Influencer	Topics Influenced	Impact Score [0 = Low Impact, 1 = High Impact]
1	SCMP News	Land fee payment	0.87
2	Natural Gas World	Environment, Corrupt police	0.74
3	NBC PNG	Land fee payment	0.63
4	One Papua New Guinea	Elk-Antelope Fields	0.42
5	Pacific ADS Group	Corrupt Police, land fee payment	0.40

“Our clans fought each other, but now there is peace; we are one team fighting Exxon.” Johnson Tape, local clan leader

Recommendations

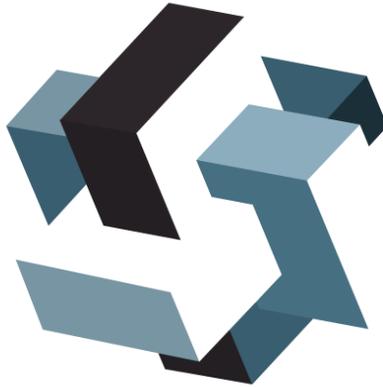
Conduct [Social Media Analysis](#) and develop a [Social Risk Action Plan](#) to create a comprehensive Corporate Social Responsibility (CSR) strategy that builds trust and creates transparency between various stakeholders (e.g., Hela and Port Moresby citizens, Papua New Guinea government, ExxonMobil, and ExxonMobil’s regional partners)

- Disseminate micro-targeting across various online platforms (e.g., Instagram, Facebook, and Twitter) to address public concerns (e.g., land fee payments, environmental degradation, future LNG expansion)
- Design and implement tailored development programs, in conjunction with local governments, to demonstrate immediate and sustainable impact to communities
- Measure the effectiveness of micro-targeting and development programs by tracking changes in public sentiment

Data Analytics

ENODO’s Social Risk Investigation examined 87,460 Twitter posts, 72,640 Facebook posts, 64,060 news websites, 52,790 YouTube Videos and comments, 2,331 Google+ posts, 1,700 Instagram posts, and 809 blogs to conduct topic modeling and measure public sentiment.





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