Social Listening:
National Wisdom Movement
August 2025

NATIONAL WISDOM MOVEMENT
(N.W.M.)

"Our beloved country is experiencing an existential challenge, which requires to favor the language of reason, logic, and dialogue over all narrow factional and partisan interests."

Ammar al-Hakim

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"Respecting the law and the constitution and preserving the status of the state and its institutions, is the safe path to preserving the rights and sovereignty of the people."

Ammar al-Hakim

CONTENTS

"Hakim calls for Iraq's exemption from Iran sanctions for electricity—thinks it's in Iraq's best interest."

Tehran Times June 2025

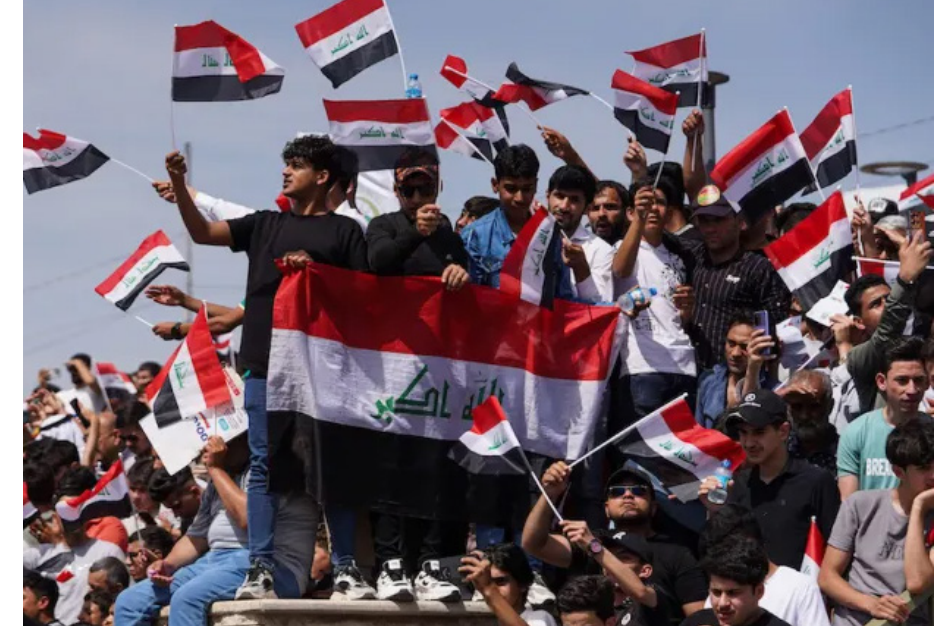*"Electricity crisis again this summer. What are politicians doing about it?"*

Twitter @baghdadavenger April 2025

EXECUTIVE SUMMARY

As Iraq approaches the parliamentary elections, ENODO Global delivers a comprehensive analysis and strategic assessment of the National Wisdom Movement (Tayar al-Hikma) and its leader Ammar al-Hakim. Using advanced data analytics, customized social listening tools, topic modeling, and sentiment analysis, the report reveals Iraq's current online discourse, details the evolution of Iraq's digital information space, and presents a focused Twitter case study to uncover the movement's messaging strategy, understand public perception and forecast the movement's electoral performance.

The National Wisdom Movement (تيار الحكمة الوطني) was formed in 2017 under the leadership of Ammar al-Hakim to "get rid of sectarian and nationalist polarization, open up to Sunnis in Iraq, reach an understanding with neighboring countries, and disassociate Iraq from conflict in the region." The movement presents an alternative to the traditional political system and promotes Iraqi Nationalism over ethnic and sectarian identity. The movement is strengthened by al-Hakim's reputation, influential family, and ideology among Iraqi Shia. However, the Wisdom movement has not been able to gain influence outside al-Hakim's faithful supporters, with Iraqi youth, and within the Iraqi Government, which prevents it from achieving its vision.

> ### *"Al-Hakim speaks about optimism, but young Iraqis see little change."*
> *Twitter @shababnewsvx January 2025*

KEY FINDINGS

- The National Wisdom Movement has not established a strong identity with Iraqi citizens
  - ▷ Overshadowed by its leader Ammar al-Hakim
  - ▷ Not recognized as a change agent in Iraqi politics
  - ▷ Social media presence / influence is insignificant
- Ammar al-Hakim's online persona is shaped by his political engagements
  - ▷ Messaging focused on political issues
  - ▷ Not influential outside Shia community
  - ▷ Does not provide solutions to address public grievances
- Iraq's social media population has grown to 73.8% of the total population
  - ▷ Instagram and TikTok now dominate Iraq's digital space
  - ▷ Twitter insignificant for organic outreach
- Amar al-Hakim and the Wisdom Movement show no proportional increase in organic engagement
  - ▷ Sentiment remains largely neutral due to low interaction and diluted messaging 57% neutral for al-Hakim, 42% for the party
  - ▷ Inauthentic Twitter activity accounts for 91% of al-Hakim's content, with 76% originating from Baghdad bot farms
  - ▷ Political messaging continues to prioritize elite photo-ops (89%) over citizen-focused content (11%)
- The Wisdom Movement will run independently within the Coordination Framework, signaling limited standalone electoral appeal

Analysts applied advanced topic modeling techniques, leveraging Latent Dirichlet Allocation (LDA) and clustering algorithms, to identify and categorize the most frequently discussed themes across social media platforms, online forums, and digital news sources related to the National Wisdom Movement and Ammar al-Hakim. Using natural language processing (NLP) optimized for Iraqi Arabic, Kurdish, and English, the analysis segmented large volumes of unstructured text into coherent thematic clusters. Frequency-weighted metrics were then used to quantify the relative prominence of each topic, while temporal analysis identified how these themes evolved in response to political events and media narratives. This data-driven methodology isolates the core issues driving public sentiment and provides actionable information for stakeholders seeking to influence voter perceptions and engagement ahead of Iraq's 2025 parliamentary elections.

Parliamentary Elections & Strategy (24.3%) Nearly a quarter of all discussions center on electoral strategy and the November 2025 elections

Government Reform & Governance (18.7%) Discussions represent the second-largest topic cluster, indicating sustained focus on institutional change

Iran-US Relations / Regional Diplomacy (16.2%) Highlights the movement's positioning as a bridge-building force in regional politics

PMF Integration & Security Sector Reform (14.8%) Reflect ongoing challenges in Iraq's security architecture and the movement's moderate stance on militia institutionalization

Economic Development & Infrastructure (10.4%) Illustrates evolving priorities toward electoral and governance themes

Syria Crisis & Regional Developments (7.3%) Linked to Syria and broader Middle East geopolitical shifts impacting Iraq's domestic stability

US Coalition Relations & Sovereignty (6.8%) Express concerns over national sovereignty, foreign influence, on domestic policy

Islamic & Religious Dialogue (5.4%) Discourse on interfaith and intra-Islamic engagement, addressing religious unity, sectarian reconciliation, and the role of clerical leadership

Kurdistan Relations & Federal Governance (4.2%) Focused on the political and economic relationship between Baghdad and the Kurdistan Regional Government (KRG)

Pie chart legend:
- Parliamentary Elections
- Government Reform
- Iran Relations / Regional Diplomacy
- PMF Integration / Security Reform
- Economic Development Infrastructure
- Syria Regional Developments
- US Relations / Sovereignty
- Religious Dialogue
- Kurdish Relations

"Al-Hakim visits Kirkuk again, but city problems remain the same every year."
Instagram kirkuk_news December 2024

"Forming another grand coalition sounds good, but what changed for youth or for people in Basra?"
*Twitter @iraqipolitix March 2025*
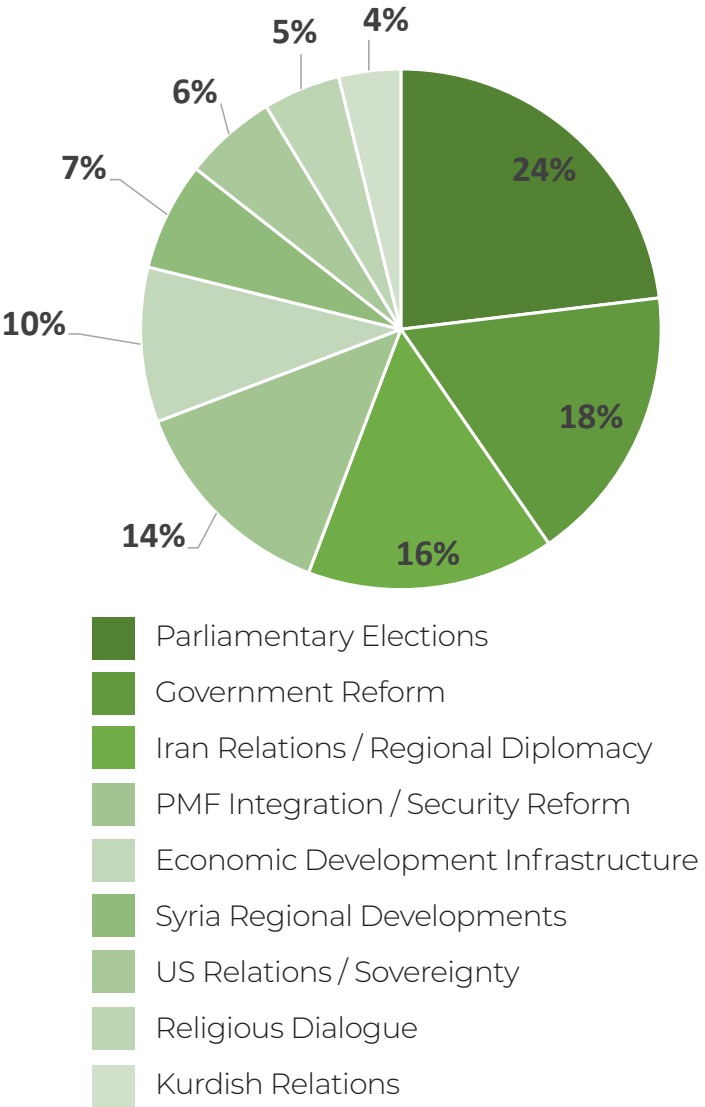
SENTIMENT ANALYSIS

Analysts conducted sentiment analysis to measure public perceptions and beliefs linked to The Wisdom Movement and Ammar al-Hakim. Using proprietary Social Listening tools, analysts compiled data from social media, online forums, RSS feeds, and local and national news sources across Iraq. The analysis identified key narratives, emotional drivers, and public attitudes to establish a baseline assessment of public sentiment that can be measured and tracked over time.
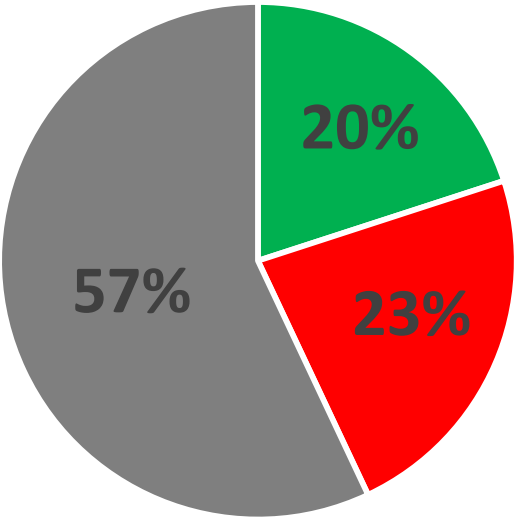

THE WISDOM MOVEMENT

42% 32% 26%

🟩 Positive   🟥 Negative   ⬜ Neutral

AMMAR AL-HAKIM

20% 57% 23%
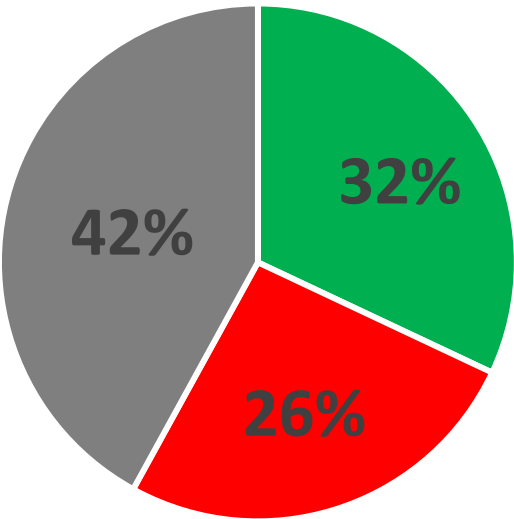
🟩 Positive   🟥 Negative   ⬜ Neutral

Positive sentiment (32%):
Linked to messages posted by supporters of the Wisdom Movement and al-Hakim

Negative Sentiment (26%):
Primarily associated with concerns related to Iraq's infrastructure and future

Neutral Sentiment (42%):
The result of uncertainty that stems from the low volume of real social media impressions (e.g., Comments, Retweets, Shares, Likes)

Positive sentiment (20%):
Stems primarily from devoted supporters and the idea of the Wisdom Movement

Negative Sentiment (23%):
Linked to messages that focus on politics, specifically Iranian officials and do not address Iraqi's grievances

Neutral Sentiment (57%):
Attributed to uncertainty and the low volume of organic social media discussions

"Road repairs are always promised after a new meeting—still waiting!"
Facebook NGM_Baghdad
March 2024

SOCIAL MEDIA ANALYSIS

Despite Iraq's booming digital growth totaling over 34 million social media users, the National Wisdom Movement stands at a crossroads. With Iraq's online population surging, authentic engagement is essential to shape public perception. The Wisdom Movement's digital footprint remains artificially inflated and politically performative, with 91% of Ammar al-Hakim's Twitter activity identified as inauthentic, and social media engagement across platforms below 3%. The Wisdom Movement continues to struggle with grassroots relevance and unless it adapts, the movement will remain a symbolic fixture in Iraqi politics rather than a transformative force. As the parliamentary election approaches, it must confront hard truths: bots do not vote, and photo-ops do not build trust. The path forward lies in real dialogue with Iraqi citizens, not digital theater.
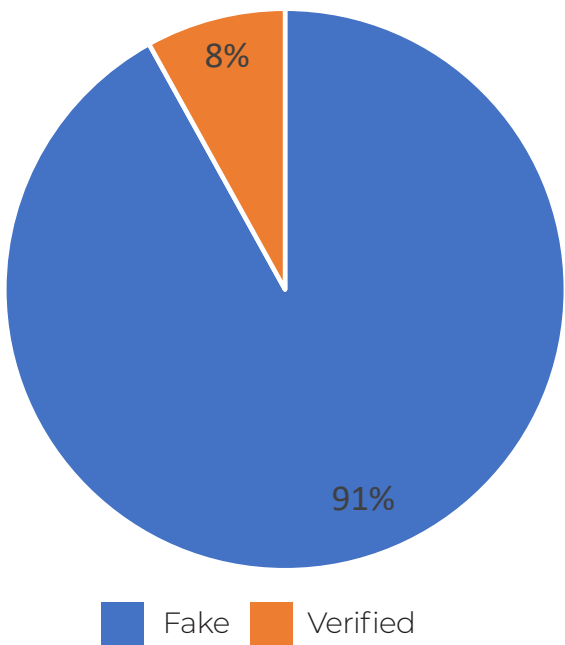
Ammar al-Hakim's family legacy, accession to lead the National Wisdom Movement, and moderate political agenda define his true character and identity. However, his online persona is orientated around political activities, is relatively unknown outside political circles and the Wisdom Movement and does not convey his vision to the Iraqi population and regional and international actors. Moreover, al-Hakim's online engagements (e.g., Twitter) reinforce negative public perception, enable others to control the narrative, and prevent him from achieving his personal and political agenda. In order to grow his influence in the current Iraqi government and stake a claim in future governments, al-Hakim must rebrand his online persona to grow his base of support and win the hearts and minds of Iraqi citizens.

Analysts employed machine learning to identify and classify inauthentic behavior on Twitter using a combination of supervised learning classifiers and unsupervised anomaly detection algorithms. The analysis detected botnets, troll activity, and fake accounts based on behavioral signatures, linguistic patterns, and network structure analysis. This enabled analysts to quantify the scale of digital manipulation and assess its impact on narrative control, revealing over 91% of Twitter activity associated with Ammar al-Hakim was artificially generated. These findings underscore the severe distortion of public perception caused by coordinated inauthentic behavior and highlight systemic vulnerabilities in Iraq's digital political landscape.

- Al-Hakim's Twitter activity is not structured to engage Iraqi citizens or shape their perceptions
  ▷ 89% of Tweets are associate al-Hakim's meetings with politicians
  ▷ Do not include Tweets that portray interactions with ordinary citizens
- Al Hakim's Twitter account is not an accurate representation of Iraqi public sentiment
  ▷ Twitter account is inundated with bots, fake accounts, and trolls
    - 86% of the fake Tweets had identifiable bot characteristics
    - Unintelligible handles (e.g., @ywf16924704)
    - Geo-fencing and Internet Protocol (IP) masking revealed that 76% of fake accounts originated from Baghdad

Pie chart: Fake 91%, Verified 8%

يوسف علي @ywsfly48249373 · Dec 3
Replying to @Ammar_Alhakeem
حياكم الله مولانا لقاء موفق ان شاء الله

يوسف علي @ywsfly48249373 · Dec 3
Replying to @Ammar_Alhakeem
ربي يحفظك سيدنا

عباس @ahmd70221066 · Dec 3
Replying to @Ammar_Alhakeem
جزيتم خيرا وبارك الله فيك سيد

عباس @ahmd70221066 · Dec 3
Replying to @Ammar_Alhakeem
الله يبارك بيك مولاي سماحة السيد الحكيم

"Young people are tired of promises about a better future."
Instagram iraqvoice2025
April 2024

TWITTER CONTENT ANALYSIS

Analysts examined the content found on al-Hakim's Twitter account to identify the most discussed topics and gauge public perception

- 89% of Tweets were linked to al-Hakim's meetings / engagements with politicians
  - ▷ Viewed as photo-ops to maintain his relevance / influence within the Iraqi Government
  - ▷ Erode trust and confidence with Iraqi citizens
- Only 11% of Tweets were associated with the National Wisdom Movement or address topics related to important social issues

"Another meeting between leaders, but are they solving the Kurdish-Erbil issues this time?"
Twitter @mustafaiq_May 2024

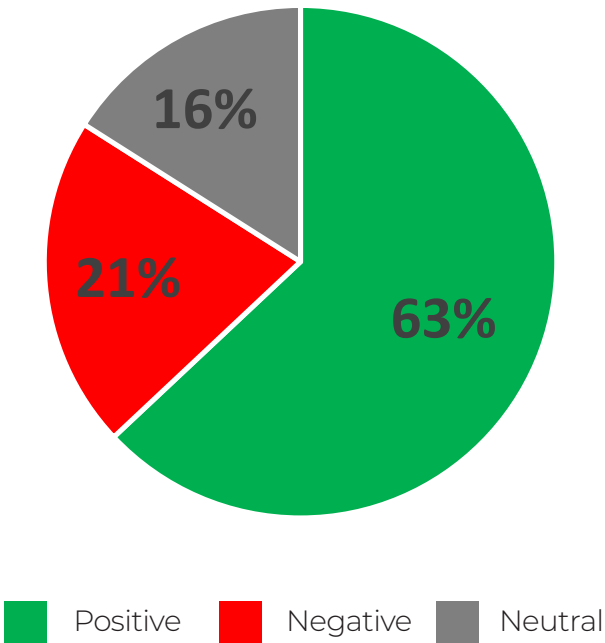*"Leaders gather for dialogue, but people need action not photos."*
Facebook IraqiNewsFeed November 2023

TWITTER SENTIMENT ANALYSIS

ENODO analysts applied sentiment analysis techniques to assess public opinion associated with Ammar al-Hakim's digital presence, with a specific focus on Twitter. Discrepancies between Twitter sentiment and broader social media narratives were then attributed to the prevalence of bot-driven ampli-fication on Twitter, helping distinguish authentic public opinion from artificial engagement.

"Al-Hakim, head of Wisdom Movement, condemned U.S. strikes on Iran, warning of escalation."
Instagram DLNAeCXqzaf
June 2025

TWITTER

- 16% Neutral
- 21% Negative
- 63% Positive

Positive   Negative   Neutral

SOCIAL MEDIA

- 20% Positive
- 23% Negative
- 57% Neutral

Positive   Negative   Neutral

Positive Sentiment (63%):
Positivity on Twitter is artificially elevated due to widespread bot amplification and coordinated activity from fake accounts, masking the platform's true public sentiment

Negative Sentiment (21%):
Critical discourse is primarily driven by frustration with politically insulated messaging, as al-Hakim's content often fails to address core public grievances such as unemployment, corruption, and service delivery
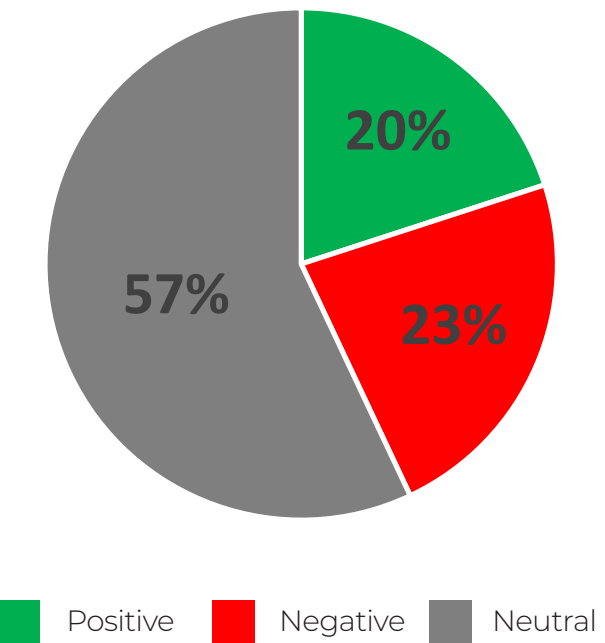
Neutral Sentiment (16%):
The high volume of neutral sentiment reflects a combination of low organic engagement, ambiguity surrounding al-Hakim's political relevance, and the overwhelming presence of non-human or scripted interactions that dilute genuine public discourse
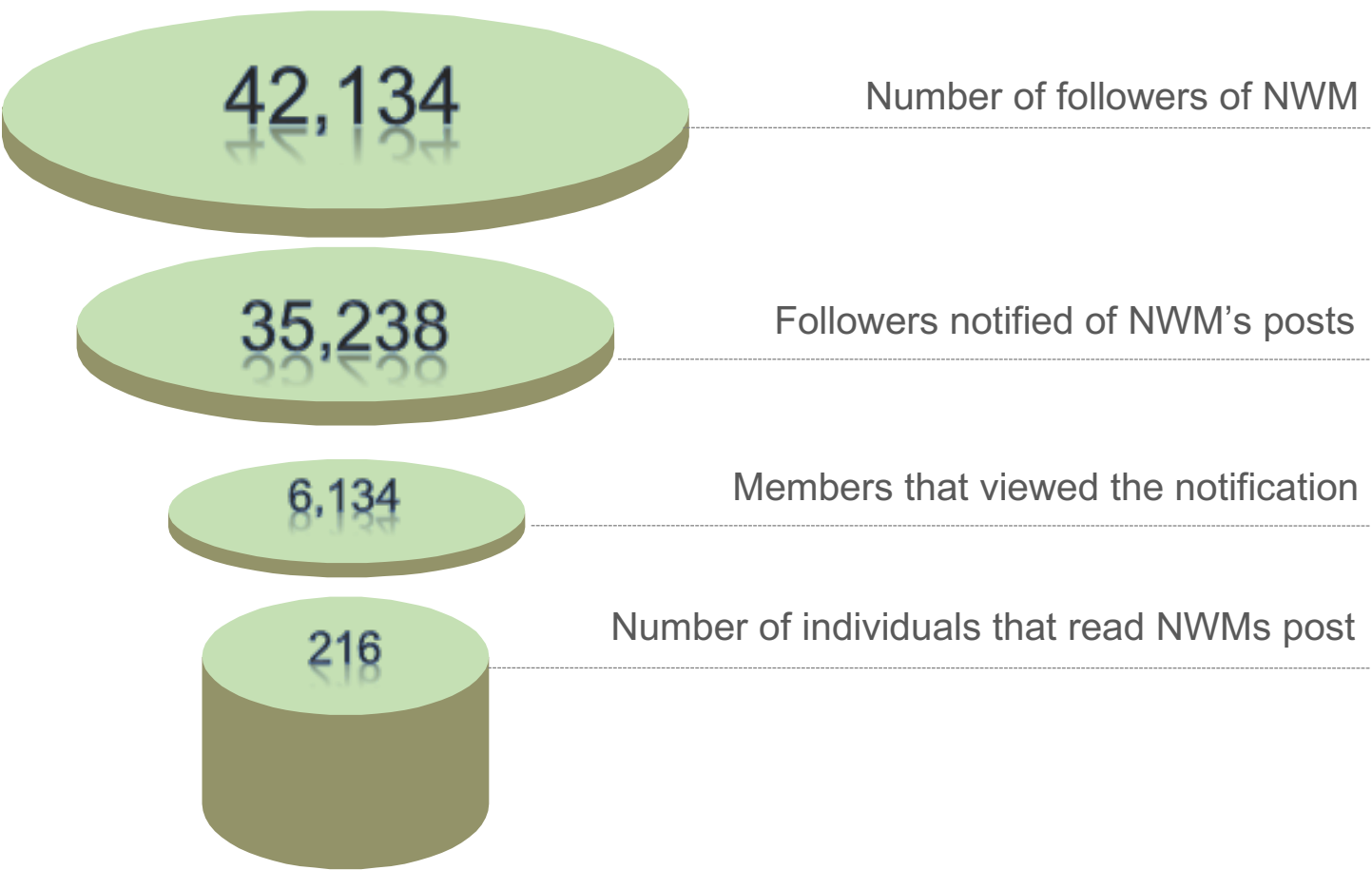
SOCIAL MEDIA IMPRESSIONS

WISDOM MOVEMENT

Analysts deployed ENODO's proprietary engagement algorithm to quantify the National Wisdom Movement's social media impressions and evaluate the depth of audience interaction. The algorithm integrates platform-specific API data, post-level engagement metrics (views, clicks, likes, shares, comments), and follower notification patterns to calculate the proportion of followers who actively consume posted content. By incorporating time-decay modeling, the system measures engagement velocity capturing how quickly impressions occur after publication and distinguishes between organic and automated interactions.

Fewer than 1% of the Wisdom Movement's followers view its posts, with the overwhelming majority of impressions occurring within the first six hours and showing minimal sustained reach.

Findings highlight a structural weakness in content distribution and underscore the need for strategies that extend engagement beyond the initial posting window.

- Only 0.51% of the total number of National Wisdom Movement followers read its social media posts
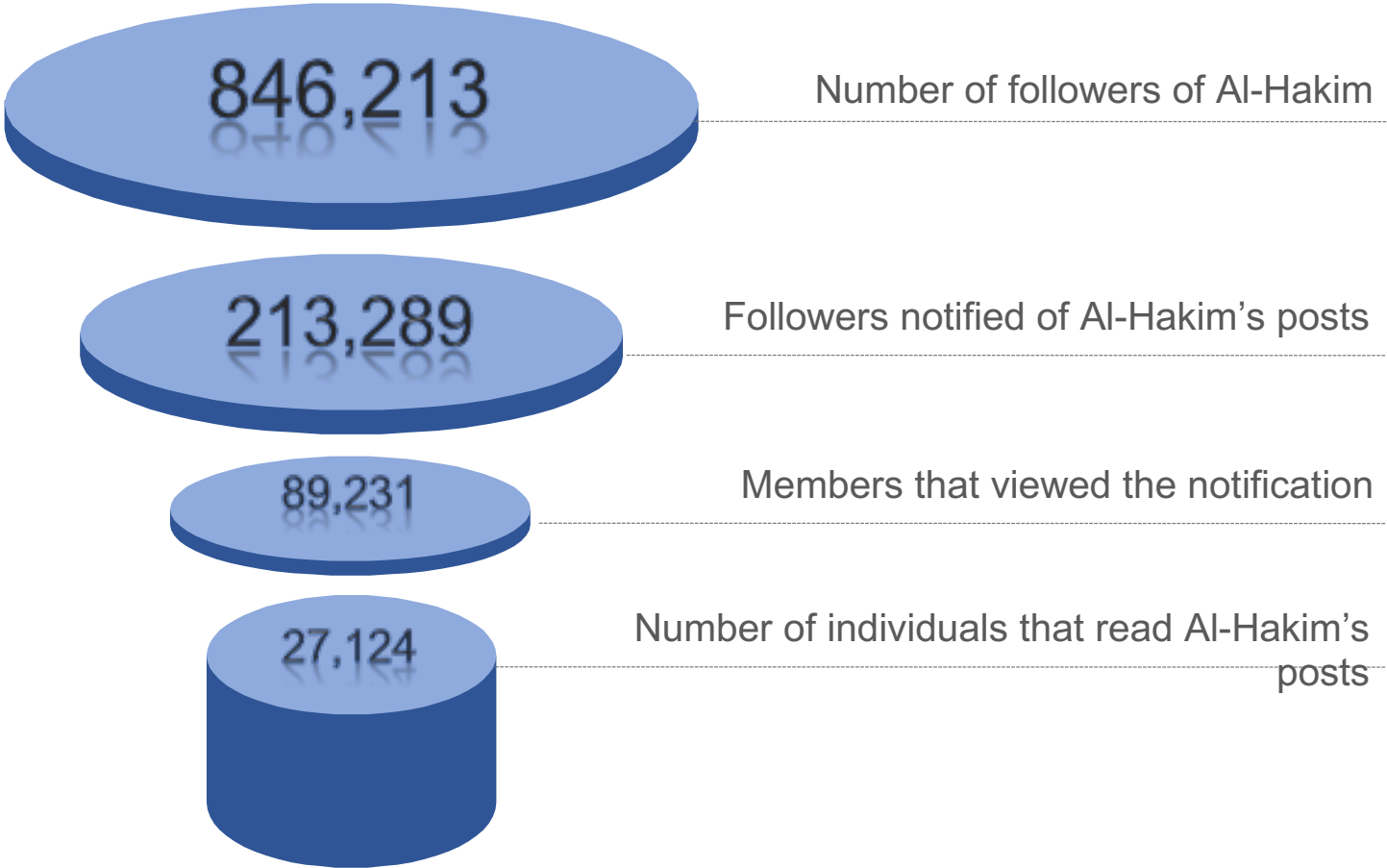 - ▷ 98% read NWM's post within the first six hours

Value	Label
42,134	Number of followers of NWM
35,238	Followers notified of NWM's posts
6,134	Members that viewed the notification
216	Number of individuals that read NWMs post

"We have repeatedly stressed that we are not those who offend its neighbor or wish to disturb Iraq's relations with its neighbors, especially with the existence of historical, cultural ties and economic interests that bind us with them"

AMMAR AL-HAKIM

Analysts applied ENODO's proprietary engagement algorithm to assess the reach and quality of Ammar al-Hakim's social media impressions across multiple platforms. The algorithm aggregates API-derived engagement data—such as post views, click-through rates, and interaction patterns—and applies time-series analysis to determine engagement velocity and longevity.

Only 3.2% of al-Hakim's followers view his posts, with 94% of impressions occurring within the first six hours of publication, demonstrating rapid but short-lived visibility. Network forensics and behavioral pattern analysis further revealed that the majority of these impressions originate from bot accounts and coordinated inauthentic activity, distorting the appearance of influence while contributing little to genuine public engagement. These results underscore the critical gap between perceived digital reach and actual impact on Iraqi voters.

American Amer
@AmericanAmer1

Replying to @Ammar_Alhakeem

٠/٩٠ من التعليقات تقول موفقين او بارك الله اول مره السيد لاعند منصب رسمي بالدوله ولا جماعته عدهم منصب في الوزاره وهذا العمل يختصر على الرسميين بالدوله اذا الشغل صح لو اني غلطان

Number	Description
846,213	Number of followers of Al-Hakim
213,289	Followers notified of Al-Hakim's posts
89,231	Members that viewed the notification
27,124	Number of individuals that read Al-Hakim's posts

"There should be a clear and public mechanism before the people in choosing the president of the republic"

DATA COLLECTION

ENODO employed its proprietary social listening and data aggregation platform to capture, filter, and analyze digital discussions originating within the Republic of Iraq related to the National Wisdom Movement and Ammar al-Hakim. The platform ingested 512,832 data points across 22+ digital ecosystems, including high-volume social media platforms, RSS feeds, blogs, and online news outlets. Platform-specific contributions included: 189,328 Facebook posts, 91,239 YouTube comments, 52,431 RSS feed entries, 42,472 news articles, 31,410 blog posts, 17,319 tweets, 14,923 Instagram posts, and 11,298 Discord messages.

To ensure linguistic and contextual accuracy, all content was processed in Iraqi Arabic, Kurdish, and English using natural language processing (NLP) optimized for dialectal variance, slang, and political terminology. Automated de-duplication, bot filtering, and relevance scoring algorithms were applied to isolate authentic, in-country discourse from noise and coordinated inauthentic behavior. The resulting dataset formed the analytical foundation for sentiment measurement, topic modeling, and engagement analysis presented in this report.

"Low election turnout, the doubts about state institutions and their credibility, frustration and constant anxiety are all worrying matters that need radical solutions."
Ammar al-Hakim

"We need a clear strategy to manage diversity in our country within the framework of reassuring social contracts for all."
Ammar al-Hakim
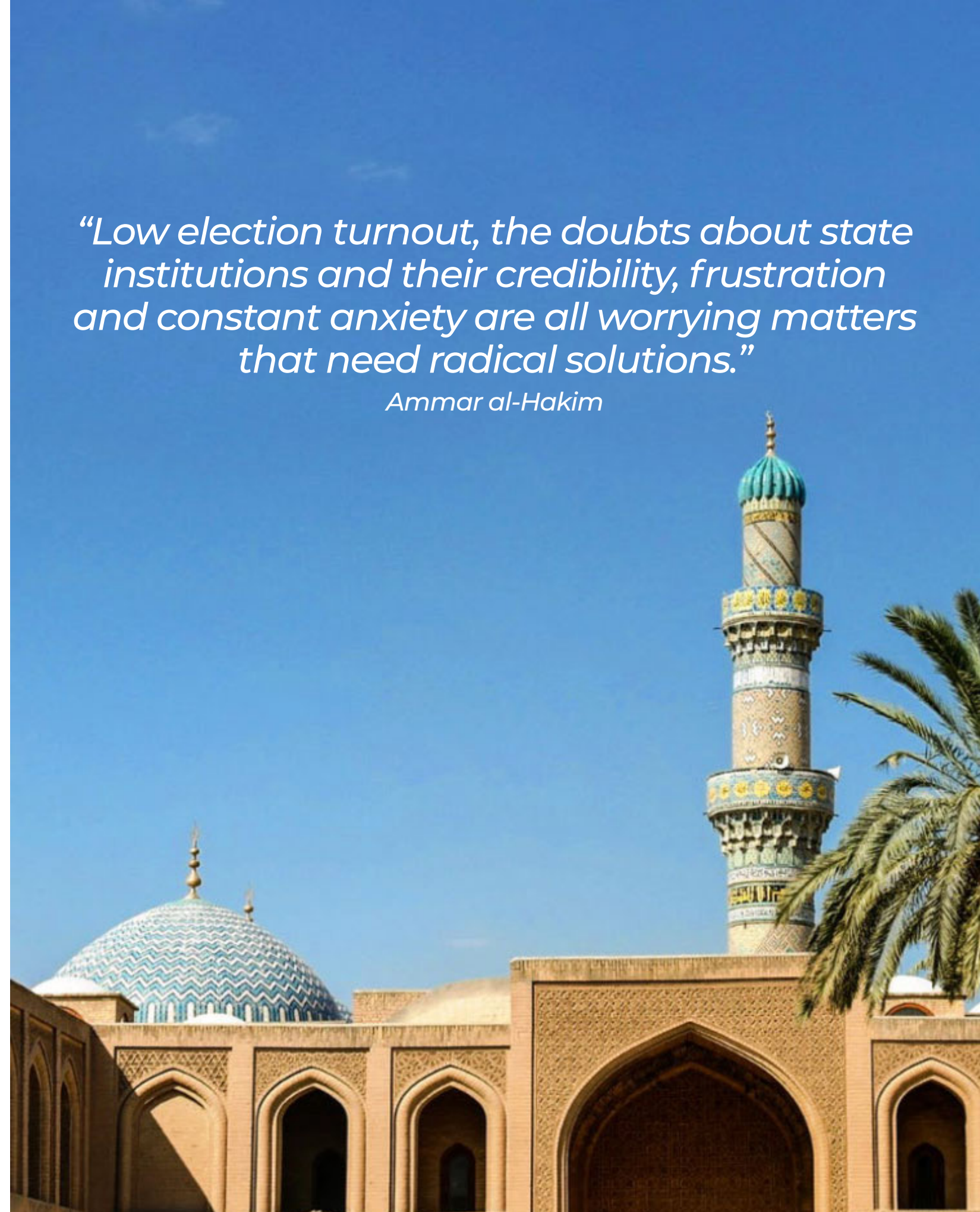
RESEARCH DESIGN / METHODOLOGY

This report applies ENODO Global's proprietary population-centric analytical framework to evaluate how identity, culture, and political narratives influence public perceptions of the National Wisdom Movement and Ammar al-Hakim in the context of Iraq's 2025 parliamentary elections. The framework integrates quantitative and qualitative techniques to extract, classify, and interpret high-volume digital discourse, enabling the identification of sentiment drivers and narrative ecosystems shaping electoral attitudes.

Using ENODO's advanced Social Listening platform, analysts ingested and processed multi-source, publicly available content, including social media platforms (e.g., Facebook, Instagram, TikTok, Twitter/X, YouTube), online forums, RSS feeds, blogs, and national/regional news outlets. Natural Language Processing (NLP) optimized for Iraqi Arabic, Kurdish, and English— were deployed to normalize text, handle dialectal variation, and filter out irrelevant or inauthentic content.

A topic modeling engine (Latent Dirichlet Allocation and clustering algorithms) was applied to detect the most frequently discussed themes, weighted by volume and temporal distribution. Sentiment analysis— combining rule-based classification with machine learning models—was then layered over these topics to assess polarity (positive, negative, neutral), emotional intensity, and sentiment shifts over time in response to political events.

The dataset was further segmented by geography, language, and demographic cohort (e.g., youth, urban voters, Coordination Framework supporters), allowing for the identification of nuanced patterns in political engagement and perception. This methodology provides a dynamic, data-driven snapshot of how the Wisdom Movement's digital presence is perceived and contested, and how these perceptions are likely to influence electoral outcomes.

"Political agreement papers are signed, coalitions look powerful, but what gets done for ordinary Iraqis?"
Facebook VoicesOfIraq Nov 2024

"Every big coalition brings hope, but services barely improve."
Twitter @electbaghdad August 2024