This Month

From November 1 to November 30, 2015, The Asia Foundation’s Cambodia Social Media Civic Insights Team followed seven media pages, two politicians, three government agencies and two political parties’ Facebook pages. The pages were selected to sample civic discussions on Facebook in Cambodia.

The final selection of the pages was based on the number of page followers using statistics from Socialbakers.com. Some pages were selected manually based on the same criteria. This report provides a snapshot of the topics discussed and level of followers’ engagement on those topics.

Word Cloud - Frequency of Topics Covered (all pages)

All Pages Covered

News
- RFA Khmer: Radio Free Asia Khmer
- RFI Khmer: Radio France International Khmer
- VOA Khmer: Voice of America Khmer
- Service Post Khmer: Phnom Penh Post Khmer
- VoDHotNews: Voice of America Khmer

Political Parties
- CPP: Cambodian People’s Party
- CNRP: Cambodia National Rescue Party

Politicians
- Hun Sen
- Sam Rainsy

Government
- MoEYS: Ministry of Education Youth and Sports
- MoC: Ministry of Commerce
- ACU: Anti-corruption Unit
Fans by page name - Total fans as of November 30, 2015 and fan growth from last month

**Fans by Page Type**

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Total Fans</th>
<th>Fan Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Politician</strong></td>
<td>3,280,495</td>
<td></td>
</tr>
<tr>
<td><strong>Political Party</strong></td>
<td>309,023</td>
<td></td>
</tr>
<tr>
<td><strong>News</strong></td>
<td>8,743,818</td>
<td></td>
</tr>
<tr>
<td><strong>Government Agency</strong></td>
<td>1,430,217</td>
<td></td>
</tr>
</tbody>
</table>

**Fan Growth (from last month)**

- CPP: 7,767 fans
- ACU: 836,311 fans
- CNRP: 301,256 fans
- CEN: 400,380 fans
- VoDHotNews: 478,400 fans
- MoCommerce: 548,016 fans
- Camnews: 564,146 fans
- MoEYS: 798,570 fans
- RFI Khmer: 1,355,211 fans
- Hun Sen: 1,402,196 fans
- Post Khmer: 1,682,203 fans
- RFA Khmer: 1,697,969 fans
- Sam Rainsy: 1,878,299 fans
- VoA Khmer: 2,565,509 fans

Fan growth:
- CPP: 1.23%
- ACU: 1.21%
- CNRP: 3.40%
- CEN: 0.74%
- VoDHotNews: 4.51%
- MoCommerce: 3.66%
- Camnews: 8.98%
- MoEYS: 5.09%
- RFI Khmer: 6.76%
- Hun Sen: 4.63%
- Post Khmer: 5.55%
- RFA Khmer: 5.55%
- Sam Rainsy: 5.55%
- VoA Khmer: 3.40%
- VoDHotNews: 0.00%
- Camnews: 5.55%
- MoCommerce: 5.89%
- MoEYS: 3.66%
- RFI Khmer: 4.51%
- Hun Sen: 5.09%
- Post Khmer: 6.76%
- RFA Khmer: 7.76%
- Sam Rainsy: 8.98%
- VoA Khmer: 1.23%
- VoDHotNews: 1.21%
- Camnews: 3.40%
- MoCommerce: 0.74%
- MoEYS: 4.51%
- RFI Khmer: 3.66%
- Hun Sen: 8.98%
- Post Khmer: 5.09%
- RFA Khmer: 6.76%
- Sam Rainsy: 4.63%
- VoA Khmer: 5.55%

**Fan Count**

- 0.00 m
- 0.50 m
- 1.00 m
- 1.50 m
- 2.00 m
- 2.50 m
- 3.00 m
Engagement

What Pages Are Most “Popular”?

The total number of people who liked a page, or in other words “fans”, is a good place to look to start trying to understand the popularity of a page. But measuring a page’s popularity by the number of fans alone is often misleading because having fans doesn’t mean that they are engaging with the page - in fact a fan that doesn’t engage may not be a fan at all.

Q: How then is “engagement” measured?

A: Average page engagement rate = \frac{(Likes + Shares + Comments) \times number of post at a given time}{Total fans} \times 100

### Average monthly engagement Rate (page type)

<table>
<thead>
<tr>
<th>Category</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politician</td>
<td>0.56%</td>
</tr>
<tr>
<td>Political Party</td>
<td>0.11%</td>
</tr>
<tr>
<td>Government Agency</td>
<td>0.08%</td>
</tr>
<tr>
<td>News</td>
<td>0.03%</td>
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</tbody>
</table>

### Media Pages_Daily Average Engagement rate and topics of the day

The government decided to terminate the contract with Sok Kong company on collection of entrance fees to Angkor Wat temples.

Commune chief said birth certificate that said Takeo Province was in Vietnam was a mistake.

European Parliament met to decide on termination of $450 million in aid if Sam Rainsy cannot return to Cambodia.
Engagement

Politician Pages - Daily Average Engagement Rate and topics of the day

At the council of ministers meeting, prime minister Hun Sen announced that the government will issue a Prakas to ban people along the borders from leasing their farm land to foreigners, including Vietnamese Thais and Laos to avoid future problems.

Government Agency Pages - Daily Average Engagement Rate and topics of the day

Video showing the vote of a historic resolution on Cambodia by the European Parliament sitting in Strasbourg, France, on 26 November 2015, and the ovation received by Cambodian opposition leader Sam Rainsy who attended the vote session as a special guest.

Political Party Pages - Daily Average Engagement Rate and topics of the day

On behalf of the government, I apologize for the nationwide electricity outage. This power cut disturbed the happiness of the people on the last day of the water festival. The power is being restored, and I am requesting for investigation into the cause of this outage. Once again, I ask for your understanding in addition to the message that I've just sent out personally earlier.

Results of the primary school teacher exams will be announced on November 22, 2015.
# Topics

## Top 20 Topics (all pages)

<table>
<thead>
<tr>
<th>Politician</th>
<th>Political Party</th>
<th>Media</th>
<th>Government Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hun Sen</td>
<td>Sam Rainsy</td>
<td>CEN</td>
<td>MoCommerce</td>
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<td></td>
<td>CNRP</td>
<td>Post Khmer</td>
<td>MoEYS</td>
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<tr>
<td></td>
<td>CPP</td>
<td>RFA</td>
<td>ACU</td>
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<td>VOA Khmer</td>
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<td>VodHotNews</td>
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<td>Post Khmer</td>
<td></td>
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</tbody>
</table>

| Culture of dialogue | 1 7 3 0 0 2 5 18 10 8 13 0 0 0 |
| Lawsuits against political opposition | 0 22 8 1 13 35 17 46 20 26 50 0 0 0 |
| Stripping of opposition party immunity/position | 0 8 2 0 3 13 3 16 5 23 8 0 0 0 |
| Political Violence Against Political Opposition | 0 20 10 0 2 34 9 33 12 29 30 0 0 0 |
| Constituent Outreach | 1 21 15 0 3 0 0 5 0 0 4 0 0 0 |
| Land Disputes | 0 10 0 0 2 1 12 41 4 1 28 0 0 0 |
| Serious crime | 0 2 0 1 27 0 39 12 5 0 12 0 0 0 |
| Petty crime | 0 0 0 0 27 0 12 0 1 0 2 0 0 0 |
| Other accidents | 0 0 0 0 50 3 11 4 0 0 6 0 0 0 |
| Traffic accidents | 0 0 0 0 87 1 11 9 1 0 4 0 0 0 |
| Border issues | 1 6 0 0 3 8 5 6 7 1 19 0 0 0 |
| Bi-lateral relations | 5 0 0 0 6 1 10 5 8 6 13 0 0 0 |
| Tourism | 2 3 0 0 3 11 24 11 6 2 5 0 0 0 |
| Farming | 3 2 0 0 5 1 11 19 1 0 5 1 1 0 |
| Health | 1 2 0 0 8 0 18 19 3 5 8 0 1 0 |
| Education | 0 2 0 0 1 4 5 4 4 1 5 0 0 0 |
| Ceremonial events | 20 19 10 5 51 17 16 35 28 17 33 15 9 4 |
| Arts, culture and history | 6 8 0 0 18 5 17 27 7 7 3 7 0 0 |
| Announcements | 0 0 0 1 15 0 2 6 0 0 5 0 9 1 |
| Other Issues | 4 0 0 0 5 9 6 10 2 0 6 0 1 0 |

Low Frequency: 0, High Frequency: 85+
10 Most Frequent Topic on Media Pages (weekly)

10 most frequently mentioned actors on media pages by number of post mentioned
National Policy Development

World Cloud - Topics Related to National Policy Development (all pages)

Primary education
Secondary education
Education
National Infrastructure
National Budget
Union law
Salary for civil servants
Armed Forces Training
Governance at sub-national level
Replacement/promotion of government officials
Traffic law
New Laws
Alcohol law
Taxes
Scholarship announcements
Secondary education
High education
Economic reforms
Call for reforms
Government strategic plans
National debt
Recruitment of government officials
Education reform
2015 High school exam
Real reforms
LANGO
National debt
Real reforms
Scholarship announcements
2015 High school exam
National debt
Recruitment of government officials
Education reform

Frequency of Province Mentioned (all pages)

Phnom Penh | 383
Siem Reap | 71
Kep | 3
Pailin | 4

Low Frequency
High Frequency
1
375+
About The Asia Foundation

The Asia Foundation is a nonprofit international development organization committed to improving lives across a dynamic and developing Asia. Informed by six decades of experience and deep local expertise, our programs address critical issues affecting Asia in the 21st century—governance and law, economic development, women’s empowerment, environment, and regional cooperation. In addition, our Books for Asia and professional exchange programs are among the ways we encourage Asia’s continued development as a peaceful, just, and thriving region of the world.

Headquartered in San Francisco, The Asia Foundation works through a network of offices in 18 Asian countries and in Washington, DC. Working with public and private partners, the Foundation receives funding from a diverse group of bilateral and multilateral development agencies, foundations, corporations, and individuals. In 2014, we provided nearly $108 million in direct program support and distributed textbooks and other educational materials valued at over $11 million.

Analysis On Demand

The Asia Foundation’s Cambodia Social Media Civic Insights Team can provide on the minute reports tailored to topics, pages, location and sentiment. The Asia Foundation’s in-depth country analysis is coupled with truly comprehensive expertise in Asia across all economic, social and political sectors. For more information, please contact Menghun Kaing, program officer at menghun.kaing@asiafoundation.org

The representations of the data in the publication are those of the authors, SocialRoo, and not necessarily those of The Asia Foundation.