

# FACEBOOK CAMBODIA CIVIC INSIGHTS



**The Asia Foundation**  
Improving Lives, Expanding Opportunities

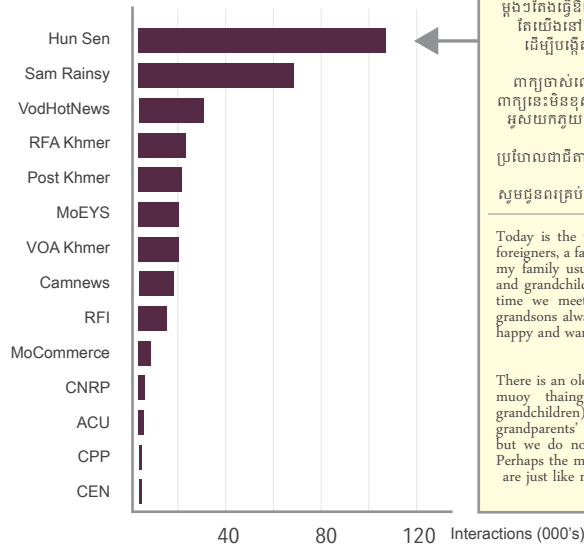
November 2015

## 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.

Most Popular Posts



នេះ ជា ថ្ងៃ ឈប់ សំរាក ចុង សប្តាហ៍ ដែល តាម ទម្លាប់ មិន ជា ខ្មែរ ឬ បរទេស ទេ តែ គេ តែ រក ឱកាស ជួប ជុំ គ្រូ ម្តាយ គ្រូ លាវ ខ្ញុំ ក៏ ជួប គ្រូ លាវ ខ្មែរ ផ្សេង ទៀត ដែរ តែ ចង់ ជួប គ្រូ បង ប្អូន វា ទាំង ៗ ខ្ញុំ មាន ចៅ ១៧ នាក់ ដែល ការ ជួប ជុំ ម្តង ៗ តែ ធ្វើ ឱ្យ ខ្ញុំ មិន មែន ជា មនុស្ស ម្នាក់ ឬ ម្នាក់ ឯ ម្នាក់ ទៀត តែ យើង នៅ តែ រីក រាយ និង ចង់ បាន ចៅ ប្រុស មែន ទៀត ដើម្បី បង្កើត ក្រុម បាល់ ទាត់ ត្រកូល ហ៊ុន សែន ដ៏ ខ្លាំង មួយ ។

ពាក្យ ចាស់ លោក ពោល ថា ( កូន មួយ តៅ ចៅ មួយ ចាំ ) ពាក្យ នេះ មិន ខុស ទេ ។ ពួក គេ មក លេង ដី ដូន ដី គាត់ គេ លើ គ្រូ ម្តាយ ក្នុង រយៈ ពេល យប់ យើង ក៏ យើង មិន ហ៊ាន និយាយ អ្វី ដែល នាំ ឱ្យ ទៅ ទិញ ឬ ខ្លាច ។ ប្រហែល ជា ជីវិត គាត់ ច្រើន ខ្លះ ខ្លះ ខ្លះ ម្តង ម្តង ដែល ហើយ មើល ទៅ ។ សូម ជូន ព្រះ ព្រះ គ្រូ ម្តាយ ខ្មែរ ទាំង អស់ ជួប គ្រូ គ្រូ សុខ ។

Today is the weekend, which is for both Khmer and foreigners, a family occasion. Like other Khmer families, my family usually have a gathering with our children and grandchildren. I have 17 grandchildren, and every time we meet, it makes me feel dizzy because my grandsons always play with each other. But we are still happy and want more grandsons, so that we can form a strong Hun football team.

There is an old saying that goes "Koun muoy tao, chao muoy thaing" (many children, and even more grandchildren), and it is right. They play in their grandparents' bedroom, dragging pillows and blanket, but we do not say anything to upset or scare them. Perhaps the majority of grandfathers of Khmer families are just like me. I wish all Khmer families happiness.

## Word Cloud - Frequency of Topics Covered (all pages)

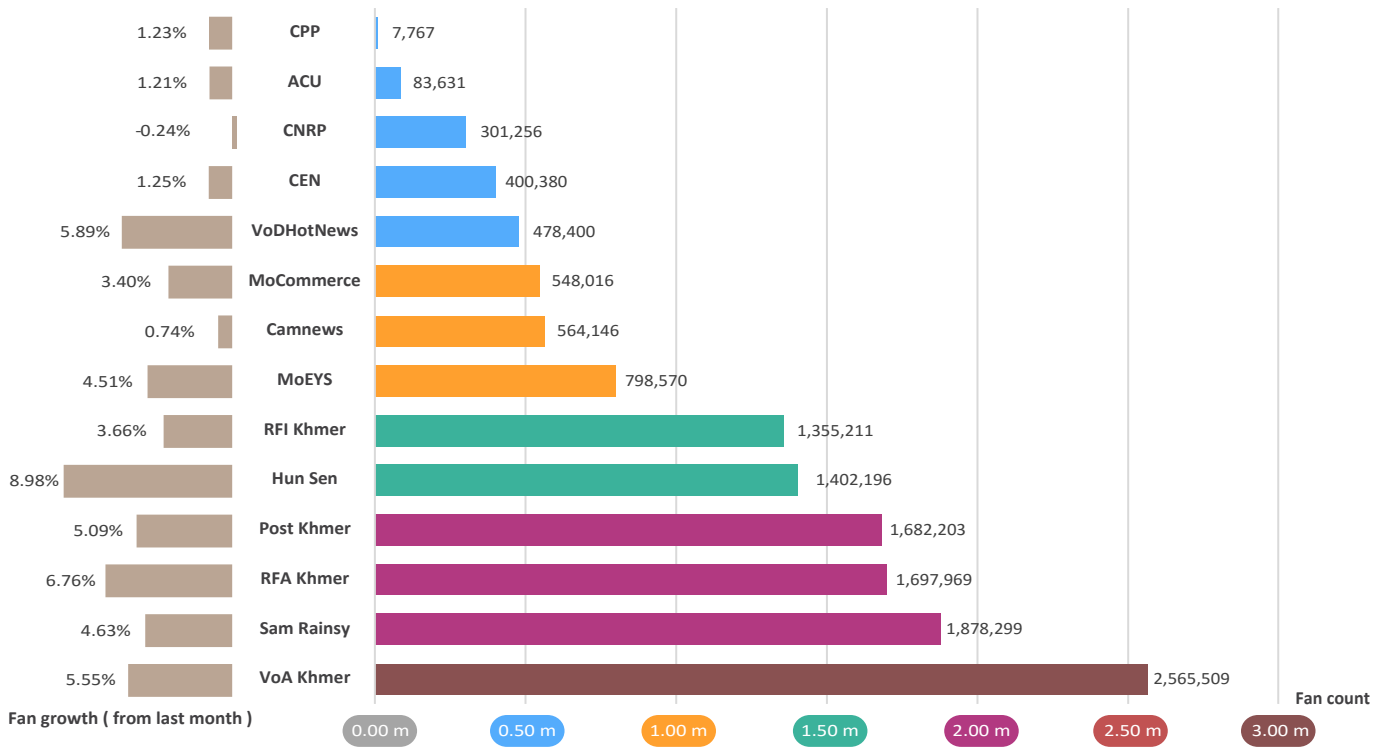


## All Pages Covered

- 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 Democracy  
CEN: Cambodian Express News  
Camnews
- 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

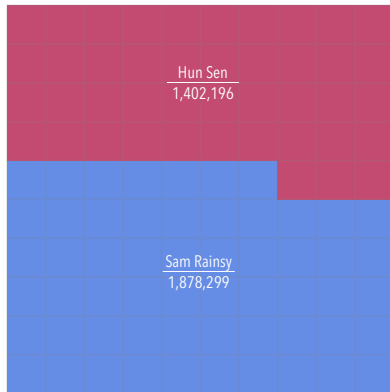
**Note:** VoDHotNews, CEN, Camnews, MoEYS, MoCommerce, Anti-corruption unit, CNRP, CPP and Post Khmer have not been verified as official Facebook pages.

## Fans by page name - Total fans as of November 30 , 2015 and fan growth from last month



## Fans by Page Type

### Politician



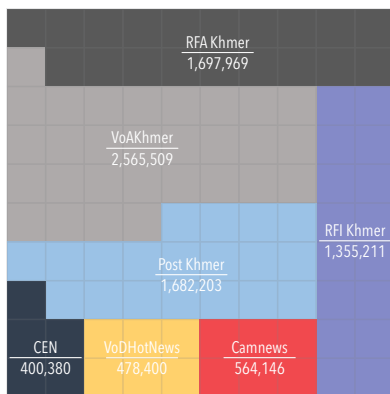
Total Fans: 3,280,495

### Political Party



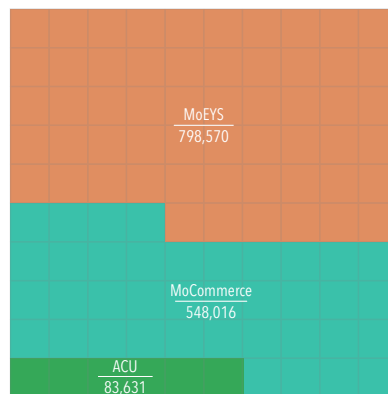
Total Fans: 309,023

### News



Total Fans: 8,743,818

### Government Agency



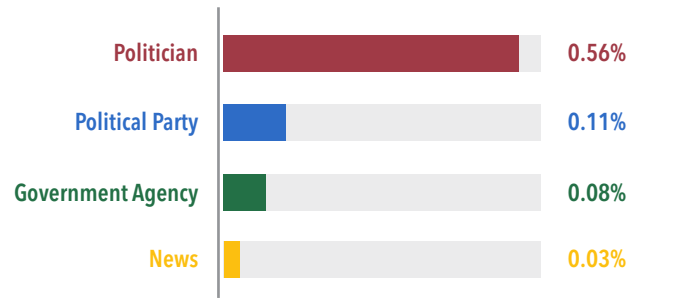
Total Fans: 1,430,217

# 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.

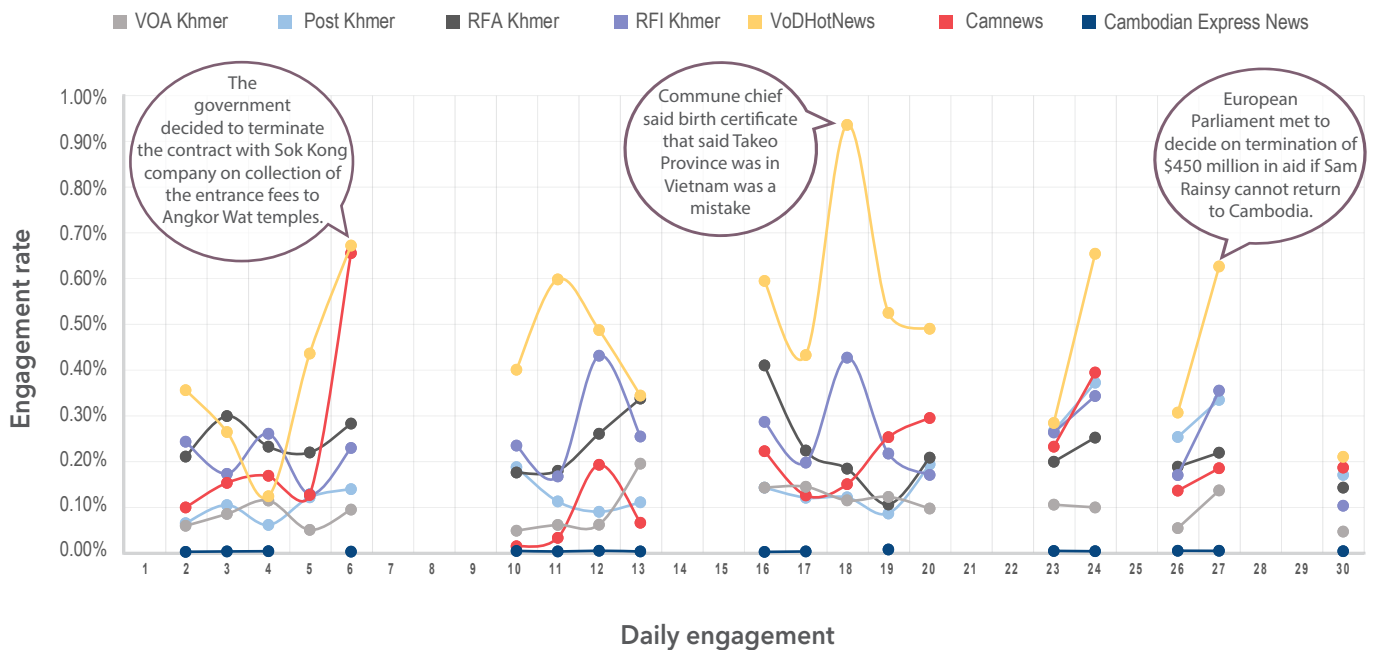
Average monthly engagement Rate (page type)



## Q: How then is “engagement” measured?

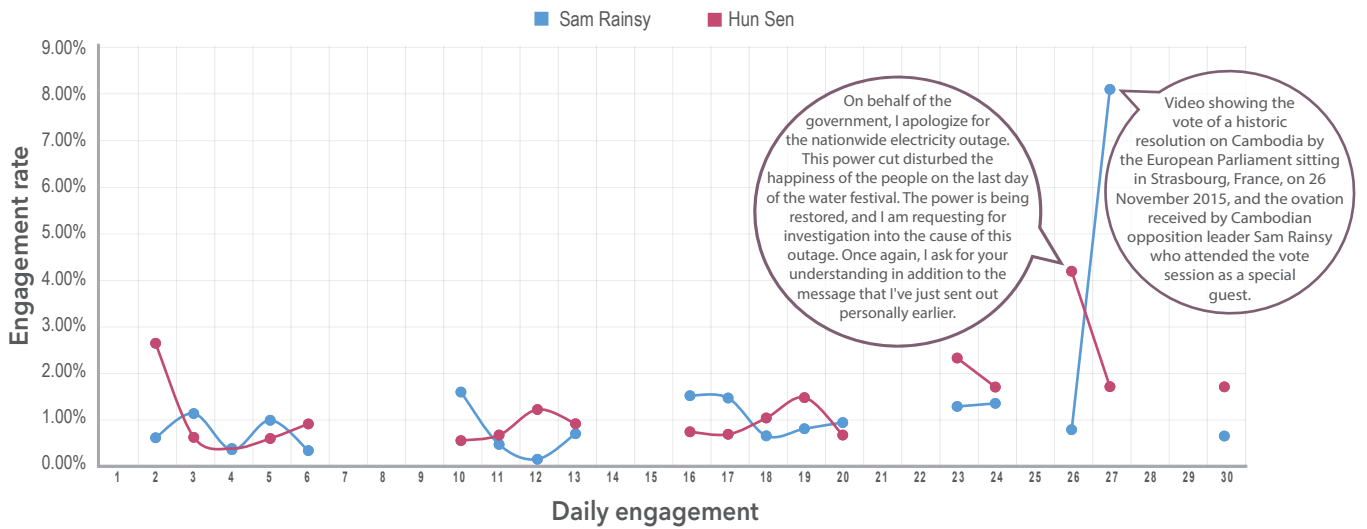
A: Average page engagement rate =  $\frac{(\text{Likes} + \text{Shares} + \text{Comments}) / \# \text{ post at a given time}}{\text{Total fans}} \times 100$

Media Pages\_Daily Average Engagement rate and topics of the day

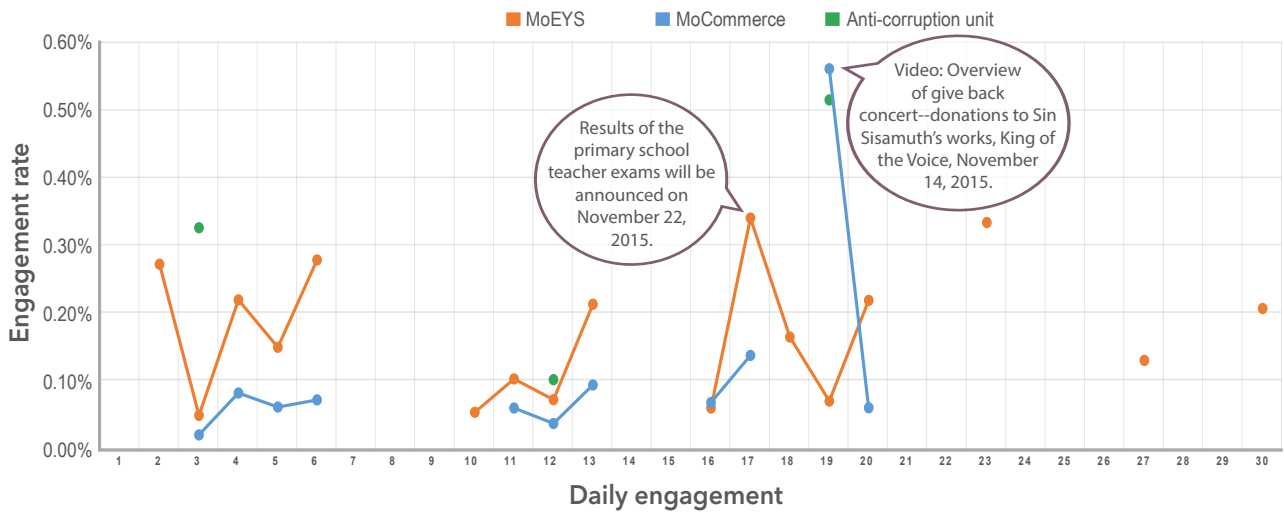


# Engagement

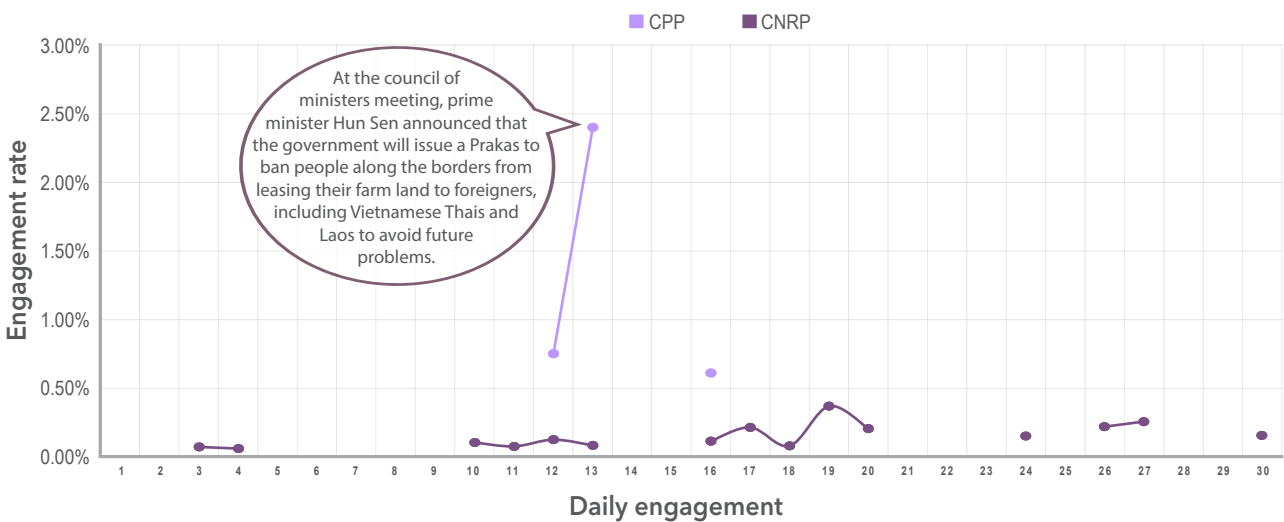
## Politician Pages - Daily Average Engagement Rate and topics of the day



## Government Agency Pages\_Daily Average Engagement Rate and topics of the day



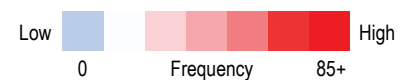
## Political Party Pages\_Daily Average Engagement Rate and topics of the day



# Topics

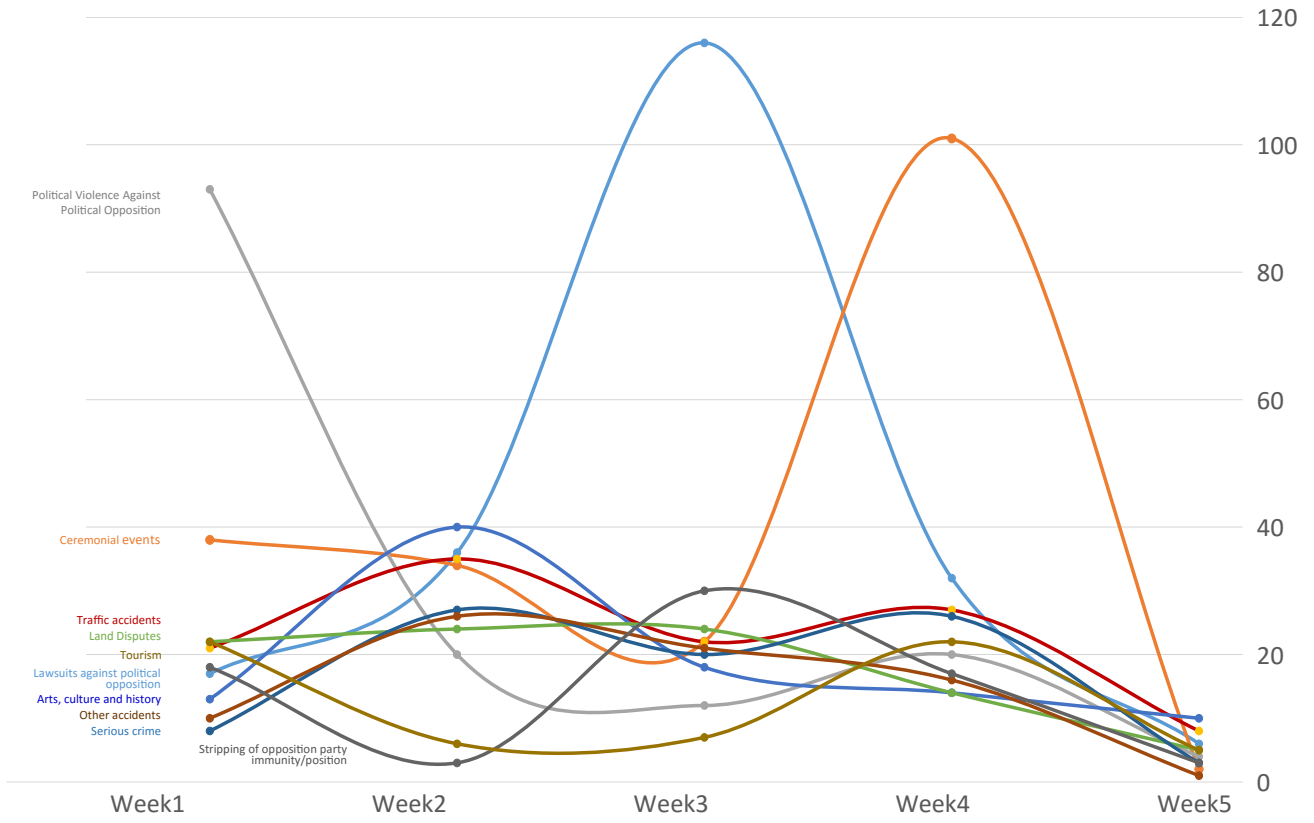
## Top 20 Topics (all pages)

	Politician		Political Party		Media							Government Agency		
	Hun Sen	Sam Rainsy	CNRP	CPP	CEN	Camnews	Post Khmer	RFA	RFI	VOA Khmer	VodHotNews	MoCommerce	MoEYS	ACU
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	17	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

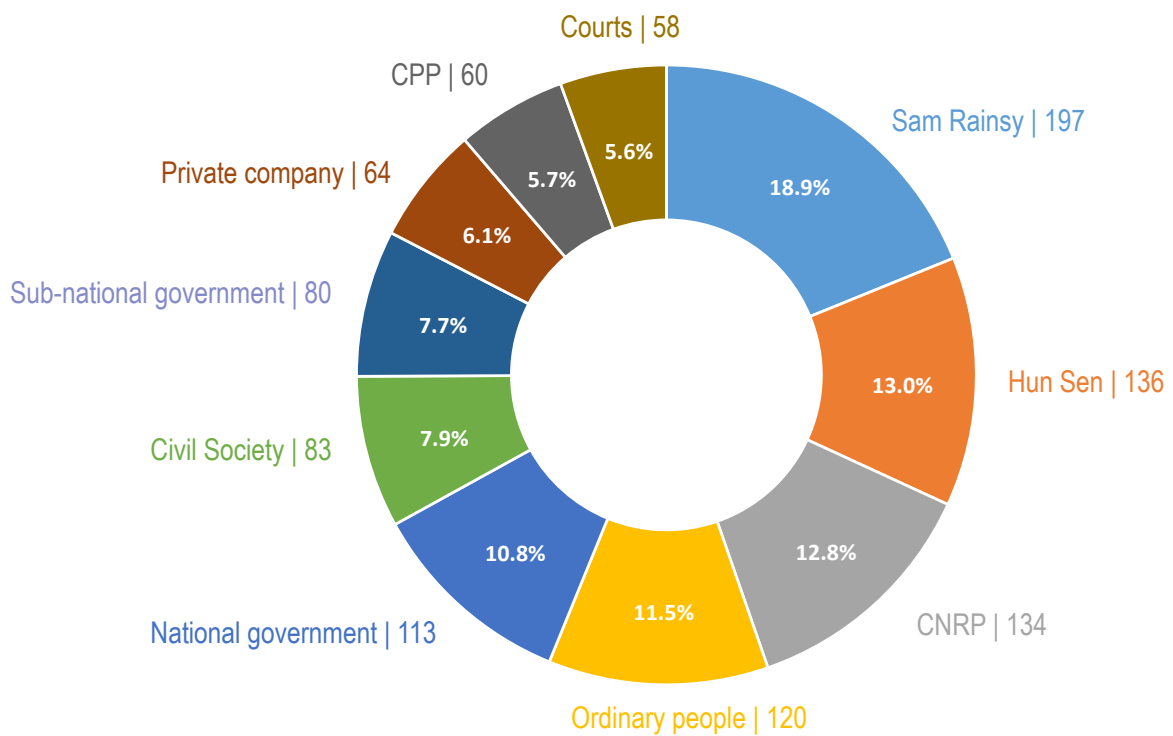


# Media

## 10 Most Frequent Topic on Media Pages (weekly)

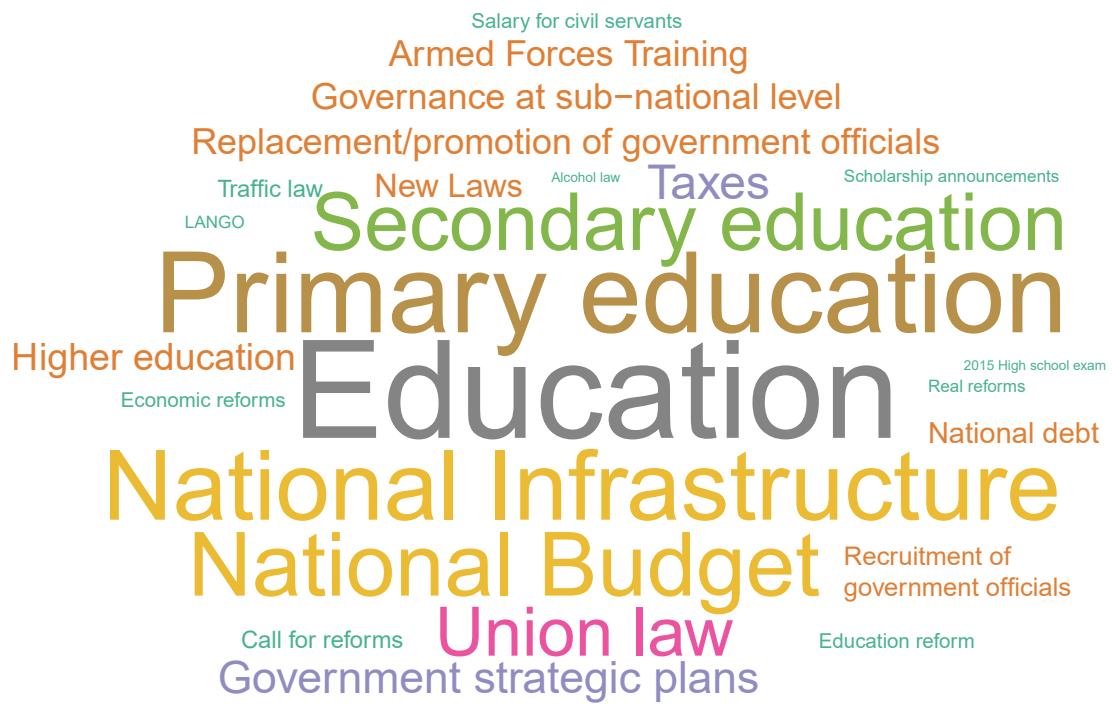


## 10 most frequently mentioned actors on media pages by number of post mentioned

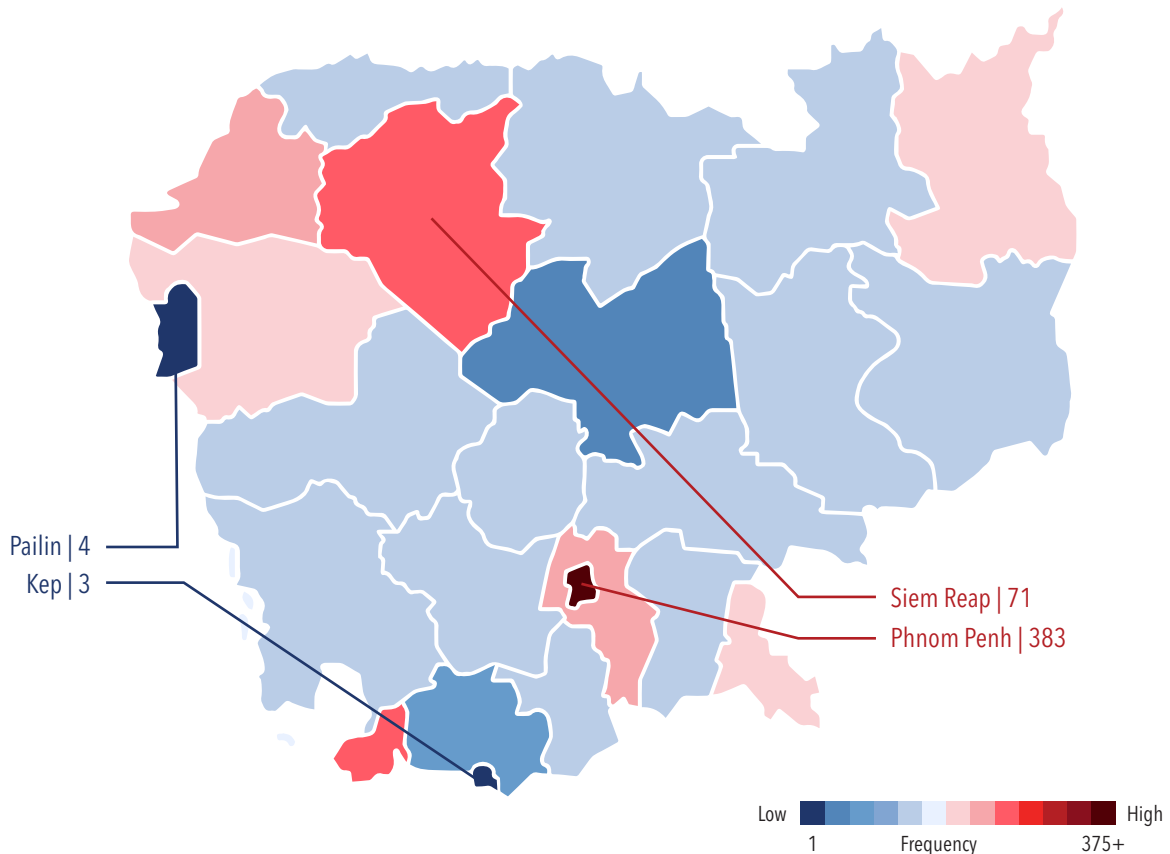


# National Policy Development

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



## Frequency of Province Mentioned (all pages)



## **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](mailto: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.



**The Asia Foundation**

© Copyright The Asia Foundation 2015