

South African municipal elections media monitoring report 2021

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The 2021 South African municipal elections are around the corner and will be held on 1 November 2021. These are the sixth municipal elections held in South Africa since the end of apartheid in 1994 and they are held every five years. There are over 325 parties that will be contesting with over 23,151 election stations across the country.

The political parties and their leaders are going head to head as this is the first election since the Covid-19 pandemic. Ornico has been monitoring and measuring the performance of the political parties during the crucial month of October and presents the findings under the new report.



The 2021 Municipal Elections **Media Monitoring and Analysis Report** is available for download.

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Traditional media monitoring

For purposes of this research, the following political parties were analyzed: ANC, DA, EFF, IFP, ACDP, FF+ and Action SA. The volume of the data analysed for the analysis was more than 2147 articles from mainly online news articles. The report explores the media performance of the following political leaders Cyril Ramaphosa, John Steenhuisen, Julius Malema, Herman Mashaba, Velenkosini Hlabisa, Kenneth Meshoe and benchmarks their performance against each other and compares them with their own parties.

Analysis

The 2021 municipal elections report by Ornico goes beyond basic media monitoring performance and provides a sentiment analysis for all parties. The political discourse in South Africa is currently a very negative space – with issues such as corruption, poor service delivery and failing municipal infrastructure dominating discussions.

Furthermore, this report deploys Ornico's psychographica analysis for deeper social media insights. The intention of this analysis is to measure the personality traits of the political leaders based on their external communication efforts and how do they compare/relate to the political parties that they lead. Ornico employs advanced machine learning algorithms, psychology as well as linguistics to be able to uncover the core personality that is being displayed in the free text published in social media.

Key metrics based on messaging

This report has gone way beyond traditional media monitoring by employing psychological techniques as part of its social media insights report. As a Brand Intelligence firm, Ornico provided analysis on the political parties and their leaders for topics like: Big 5 personality traits for the leaders based on Twitter and Facebook messaging, political party focus, achievement/power drivers, authenticity driven communication, tones of aggression and cooperative personality.

You can download the SA Social Media Landscape Report 2021 clicking [here](#).

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