



**SAASTA**

South African Agency for Science  
and Technology Advancement

# SAASTA in the Media

## Q4 2016/17

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## 2.3 Main themes

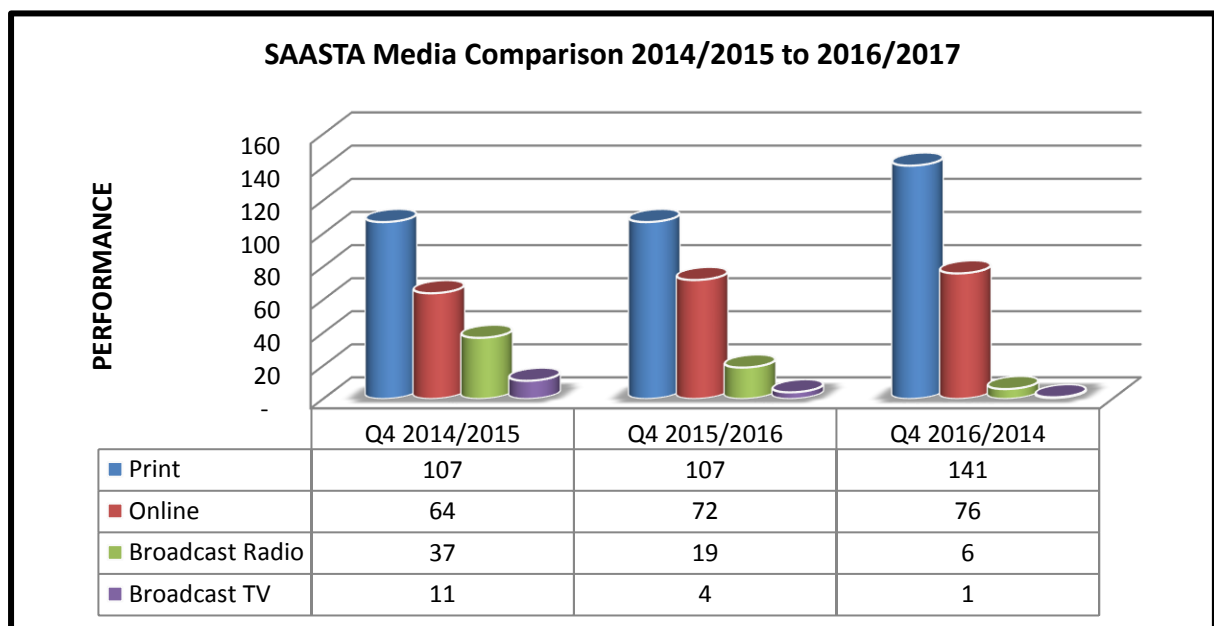
The top themes Identified:

- South African Research
- Science and Technology
- Debates
- Schools
- Government
- Universities and Studies
- Innovation

## 3. Media Q 1 2016/17

### 3.1 Data

Graph 1 summarises the data in the three main categories, broadcast print and online, for Q 4 2014/15, 2015/16 and 2016/17.



### 3.2 Data interpretation and comment

- The data is arranged in financial years
- No media monitoring was in place in 2013
- 2014 Media monitoring was started.
- 2014 to 2015 has seen significant growth in media

## 4. Basic quantitative data for Q1 2016/17

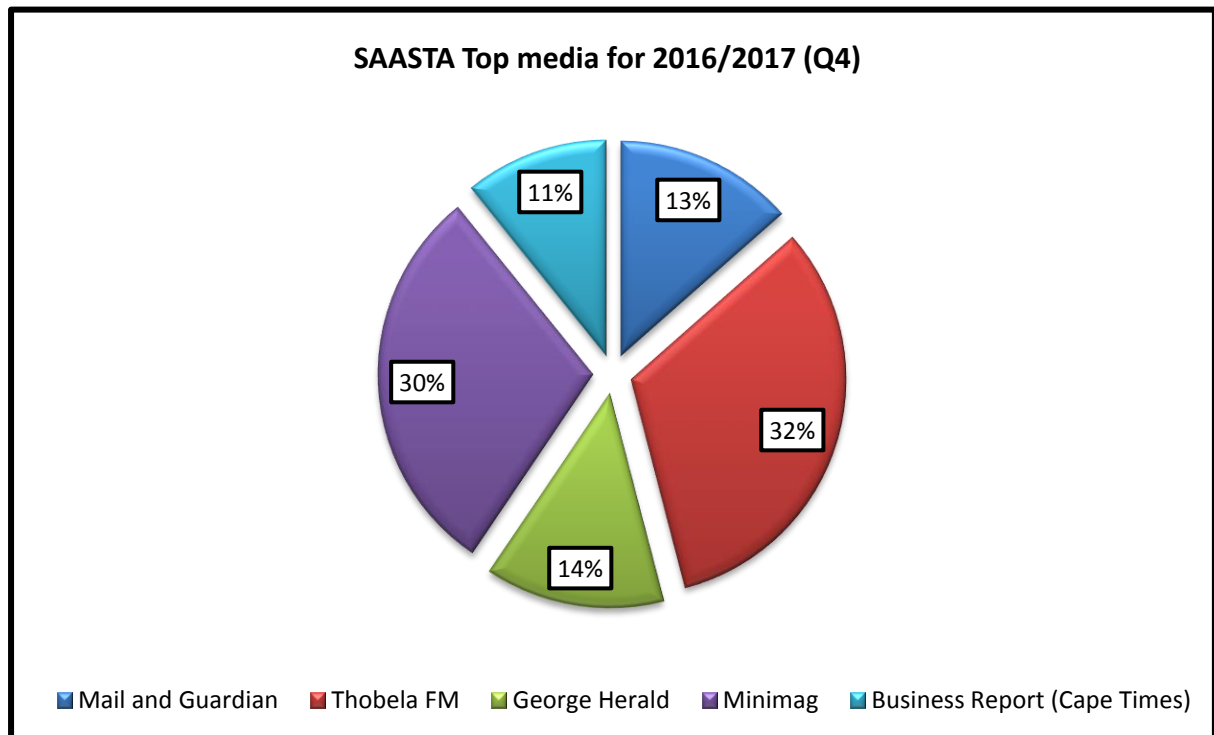
### 4.1 Total clips and AVE

	Total
AVE	<b>R4, 962,146.48</b>
Broadcast	<b>7</b>
Print	<b>141</b>
Online	<b>76</b>

- AVE is linked to readership of a specific publication. The bigger the AVE the higher the potential reach.
- Broadcast can be divided in to:
  - Television: 1
  - Radio: 6

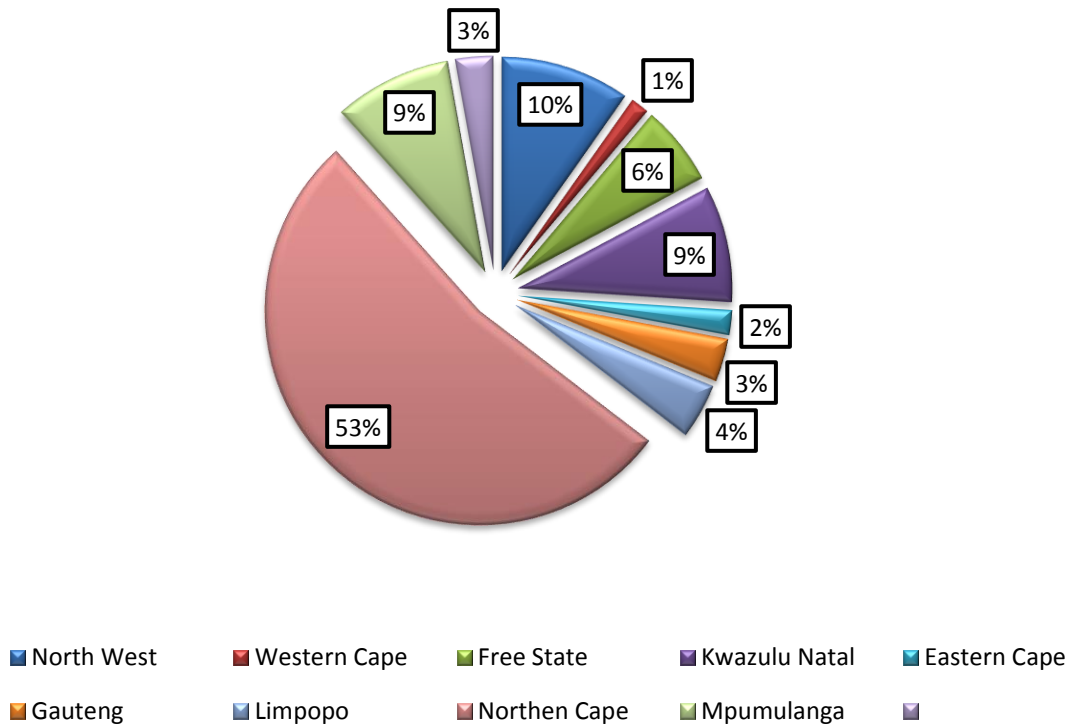
### 4.2 Top Media outlets 2016/17

All media placing more than 4 stories are listed. Thus this is not a reflection of all media only top mentions.



### 4.3 Province and Country where SAASTA was featured in the Media

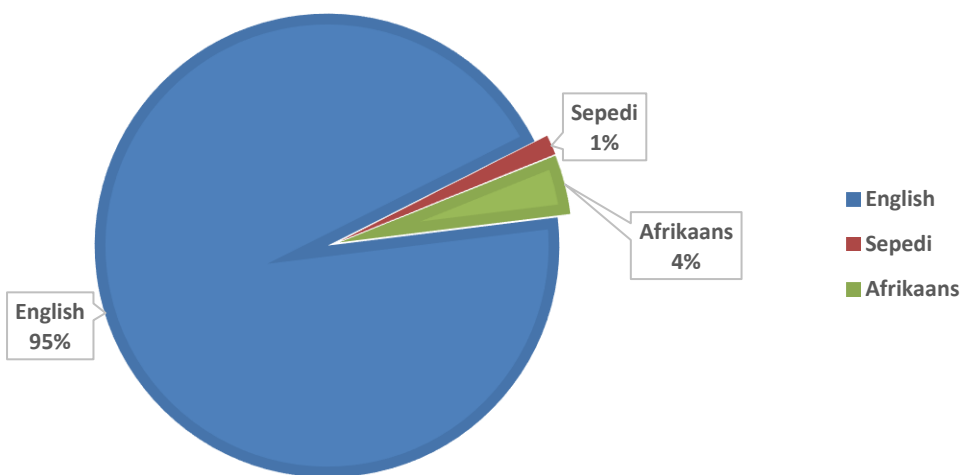
**SAASTA National and Community Media Coverage for 2016/2017 (Q4)**



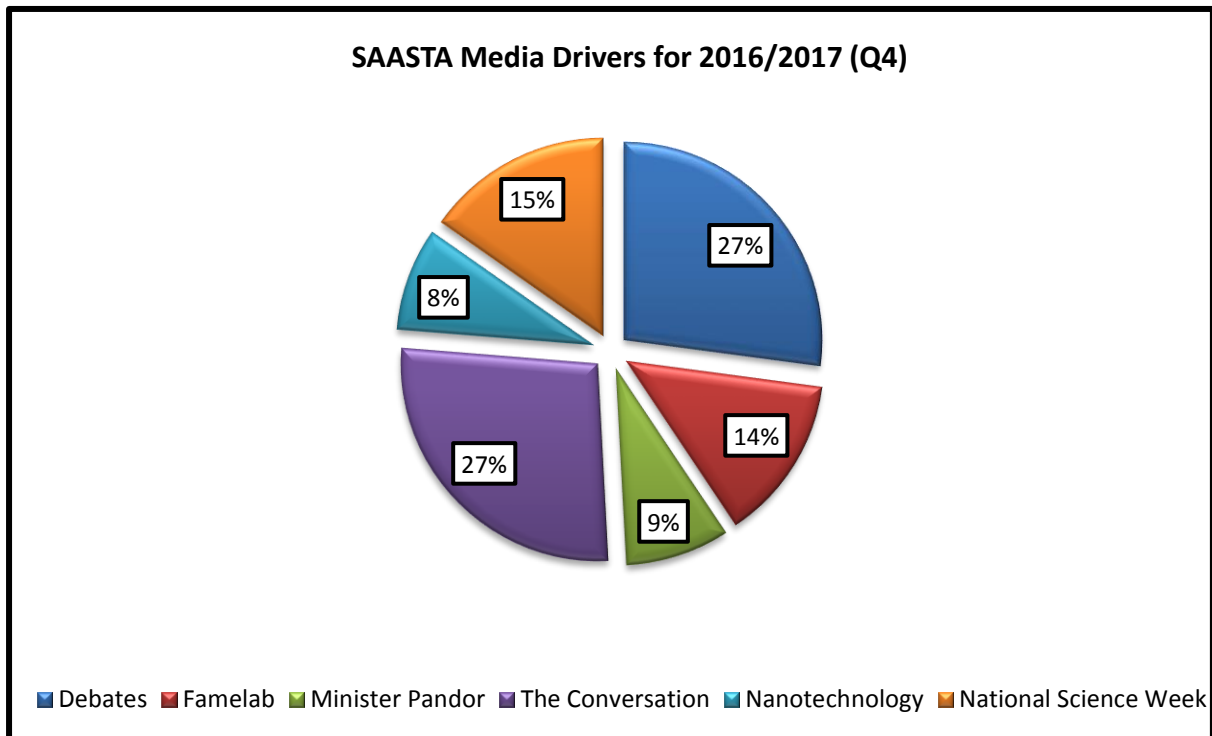
\*SAASTA can see the African Media but can't access the articles.

**4.4 Languages used to communicate in the media 2016/17**

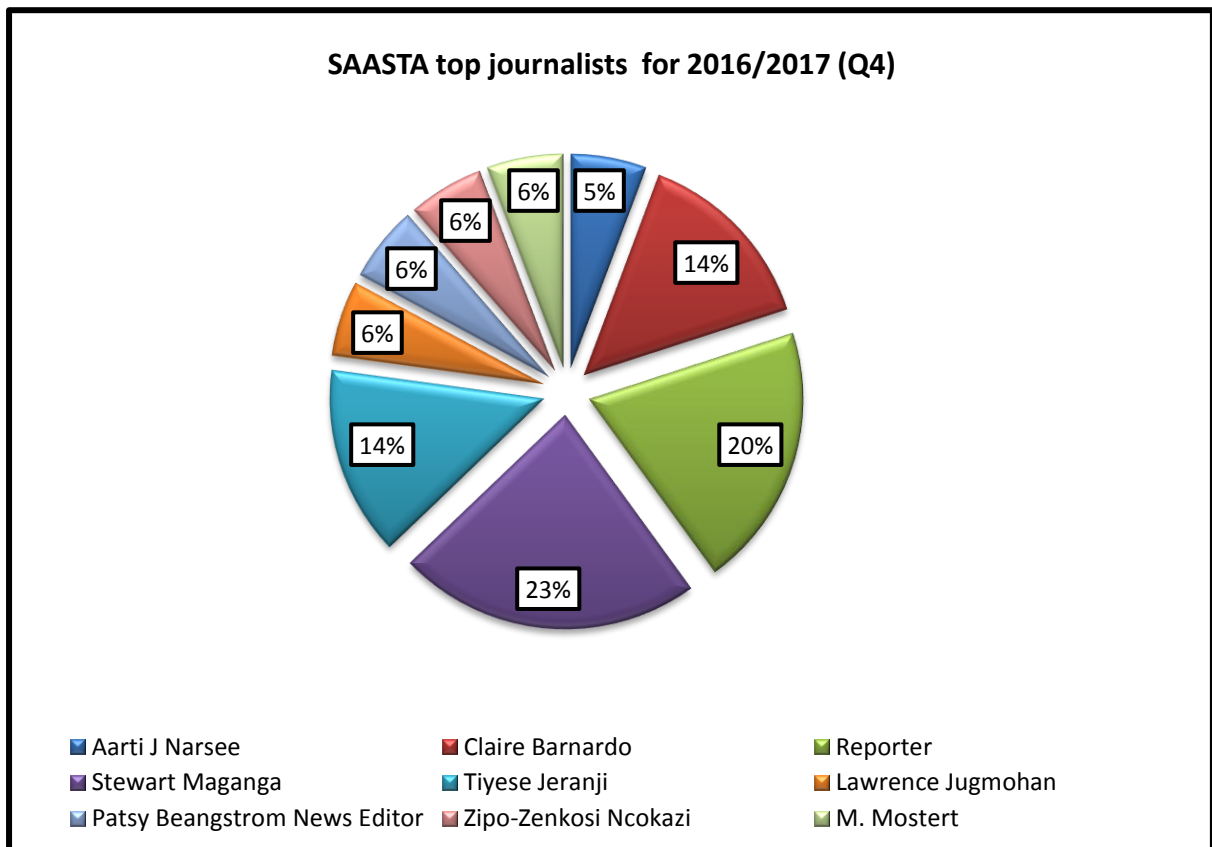
**SAASTA LANGUAGE IN THE MEDIA FOR 2016/2017 (Q4)**



#### 4.5 Media Drivers



#### 4.6 Top 10 Journalists



## 5. Trends in SAASTA Media 2016/14

### 5.1 Sentiment analysis

Sentiment analysis was done on all SAASTA clippings.

Neutral to Positive sentiment can be linked to most SAASTA mentions.

### 5.2 Types and quality of communication

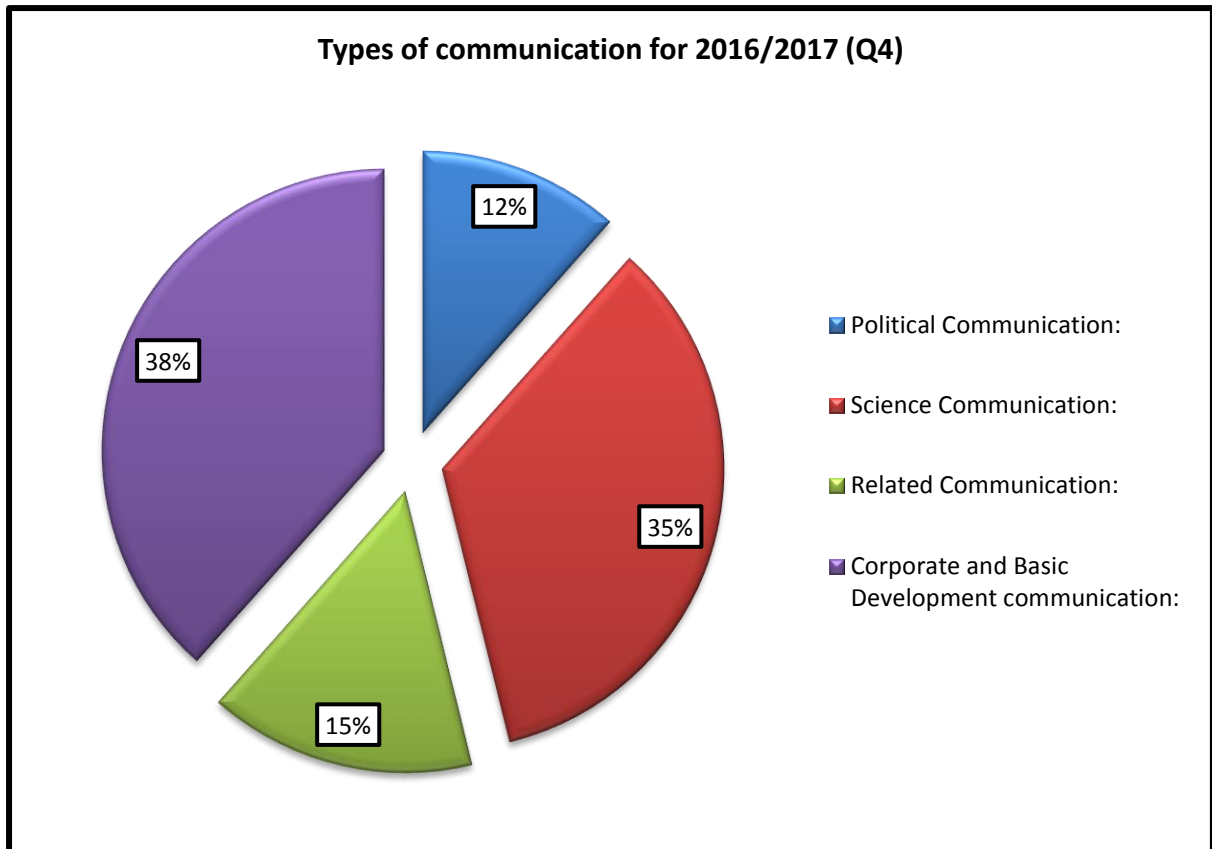
From the previous sample that was used for the analysis 4 basic types of communication was identified. The quality of this information could also be divided in to different quality levels.

- **Political Communication:** Usually done by Politician mentioning SAASTA like with the budget vote.
- **Science Communication:** Where the Science is profiled
- **Corporate and Basic Development communication:** SAASTA business is profiled.
- **Related Communication:** The Conversation

From the clippings, the numbers of clippings in each category in the sample were:

- **Political Communication:** 12% of the sample
- **Science Communication:** 35% of the Sample
- **Related Communication:** 15% of the sample
- **Corporate and Basic Development communication:** 38% of the sample





### 5.3 Spokes people for SAASTA identified from the Data Q4 2016/17

Person	Nr of mentions
Minister Pandor	6

## 6. Social media Q1 2016/17

### 6.1 Over view of Social media

Social media for Q 4 was monitored Bi annually by SAASTA staff.

Over the specified time period, there were 227 posts made by SAASTA with an engagement rate of 28%

- SAASTA made 101 tweets to an audience of 1800 people
- SAASTA posted 126 times on Facebook to an audience of 1964 People.

54% of these placements were science communication where science were profiled and the remaining 46% is profiling of events

# Social Media Growth

	Bi-Annual Growth	Total Community
<b>FACEBOOK</b>		
Public Understanding Of Biotechnology	115	673
SAASTA	390	2 574
SAASTA Debates	123	1 135
Southern African Science Lens	5	169
<b>TWITTER</b>		
Biotechnology	62	378
HySA PADEP	27	123
NPEP	56	147
SAASTA	770	2 943

## 7. Concerns (Challenges)

1. Social media Q4 is tracked Bi annually.

## 8. Proposed Future Studies

1. Continuous qualitative analysis
2. Annual comparisons