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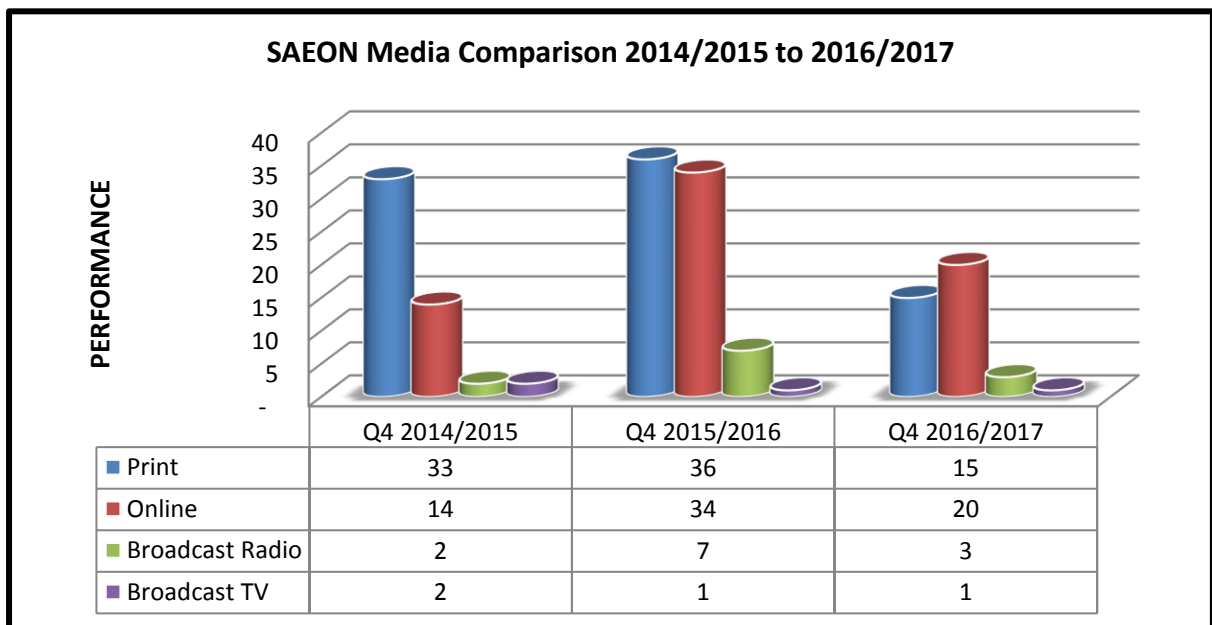
The top themes Identified:

- Data Science
- Science Spaza
- Research

### 3. Media Q 4 2016/17

#### 3.1 Data

Graph 1 summarises the data in the three main categories, broadcast print and online, for Q4 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.

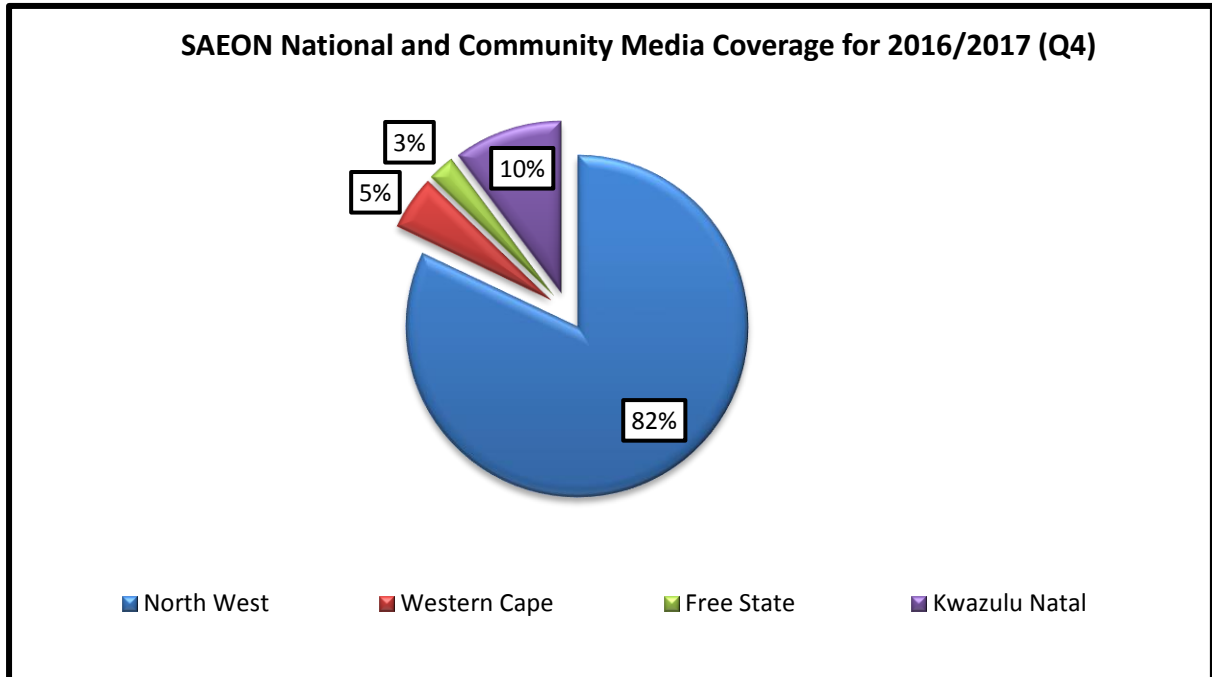
### 4. Basic quantitative data for Q4 2016/17

#### 4.1 Total clips and AVE

	Total
AVE	<b>R2, 739,804.01</b>
Broadcast	<b>4</b>
Print	<b>15</b>

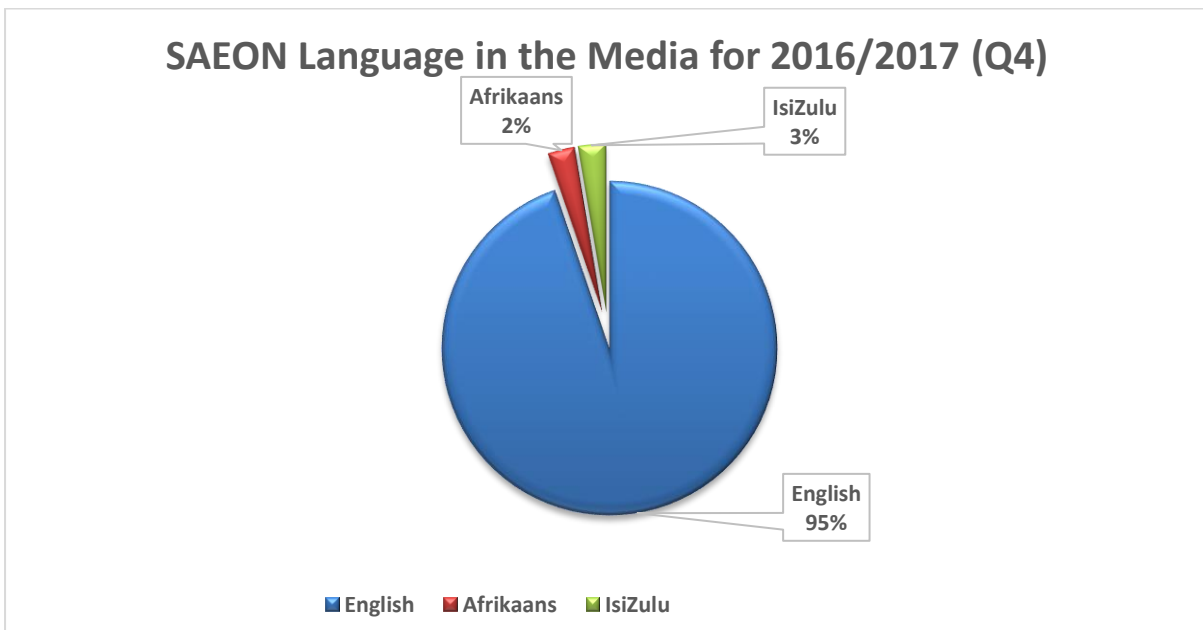
- AVE is linked to readership of a specific publication. The bigger the AVE the higher the potential reach.

#### 4.2 Province and Country where SAEON was featured in the Media

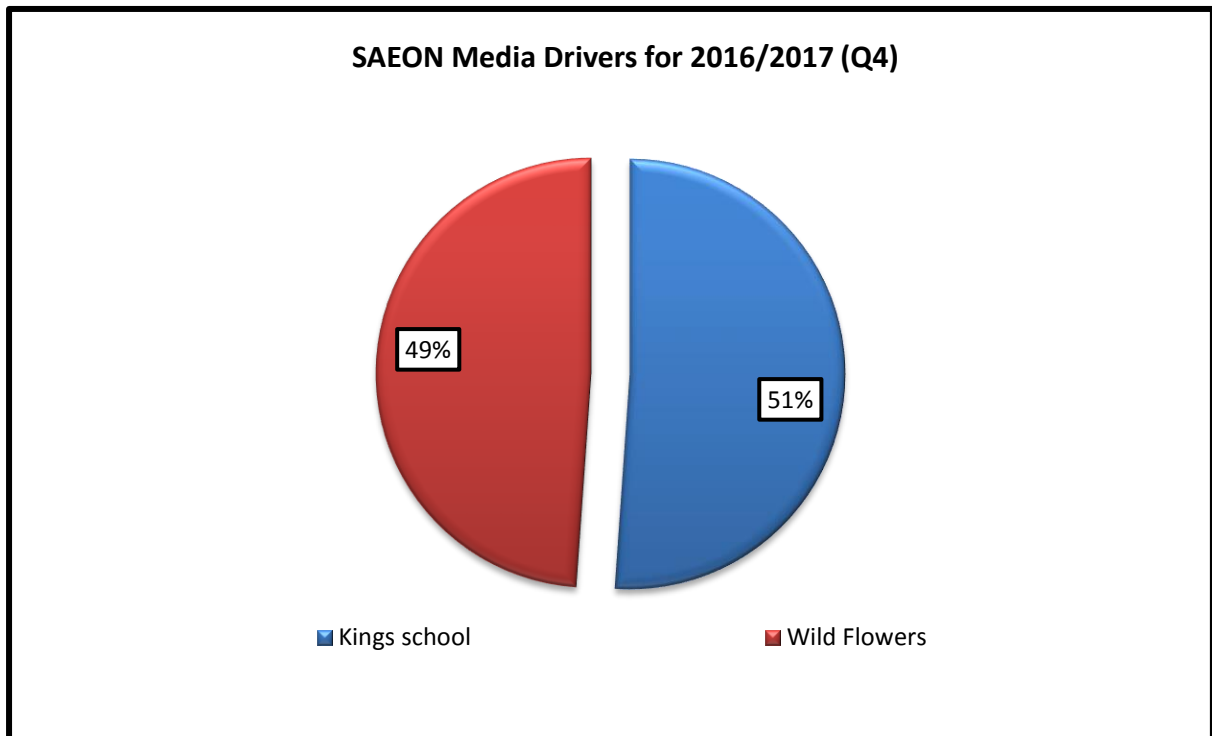


\*SAASTA can see the African Media but can't access the articles.

#### 4.3 Languages used to communicate in the media 2016/17



#### 4.4 Media Drivers



## 5. Trends in SAEON Media 2016/14

### 5.1 Sentiment analysis

Sentiment analysis was done on all clippings.

Neutral sentiment can be linked to all SAEON mentions.

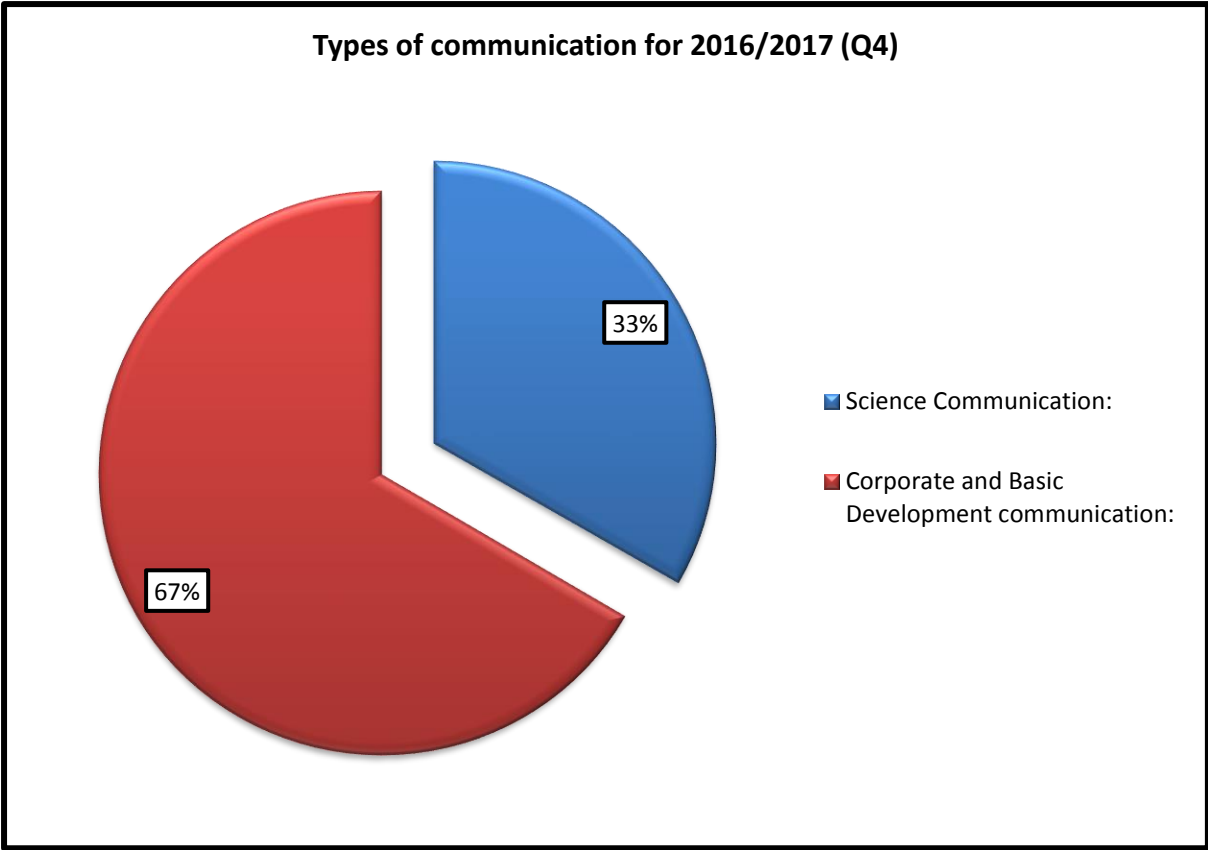
### 5.2 Types and quality of communication

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

- **Science Communication:** Where the Science is profiled
- **Corporate and Basic Development communication:** SAEON business is profiled.

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

- **Science Communication:** 36% of the Sample
- **Corporate and Basic Development communication:** 23% of the sample



**6. Social media Q4 2016/17**

**6.1 Over view of Social media**

# Social Media Growth

	Bi-Annual Growth	Total Community
TWITTER		
SAEON	160	499