

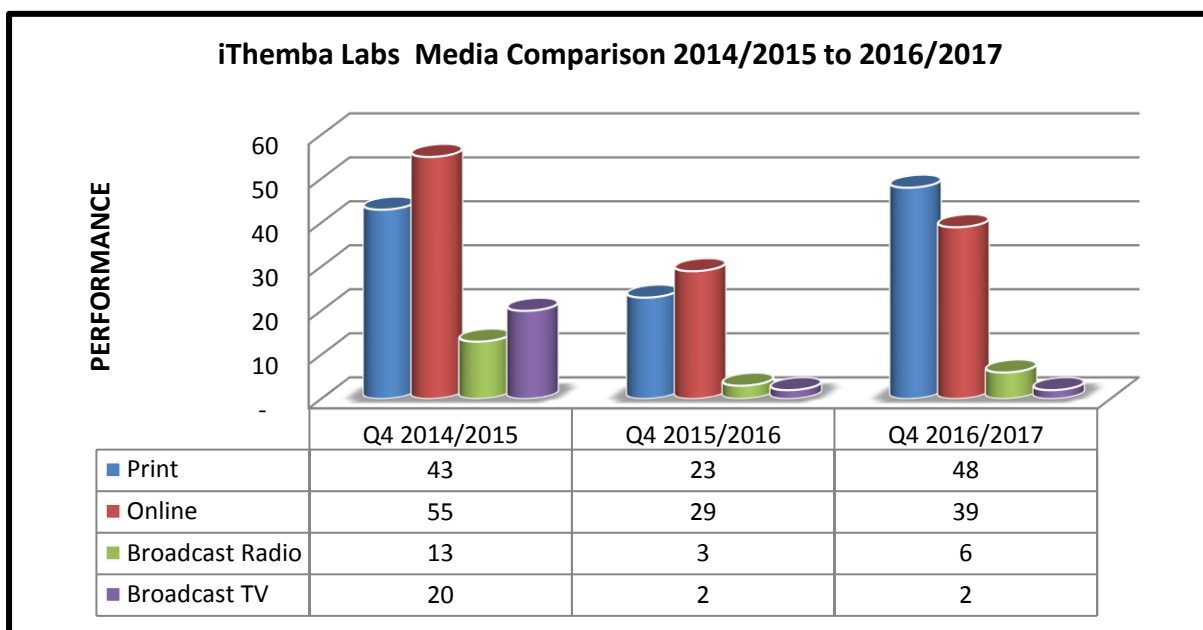
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3. Media Q 4 2016/17

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

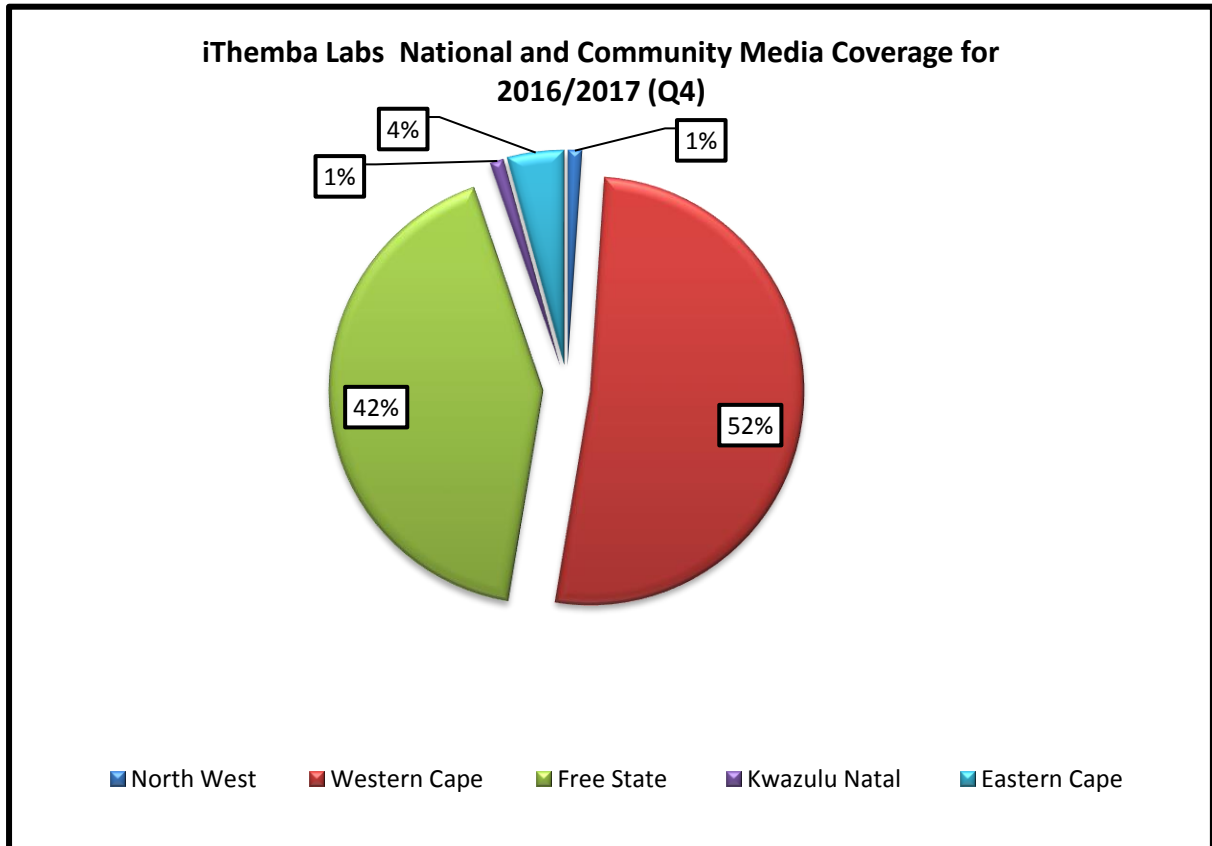
	Total
AVE	R2,454,764.49
Broadcast	8
Print	48
Online	39

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

4.2 Top Media outlets 2016/17

No Media outlets identified.

4.3 Province and Country where iThemba Labs was featured in the Media



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

4.4 Languages used to communicate in the media 2016/17

All iThemba Labs mentions were in English.

4.5 Media Drivers

The CPUT graduation was the only Media Driver for iThemba Labs.

4.6 Top 10 Journalists

Obakeng Maje from the New Age was the top journalist for iThemba Labs.

5. Trends in iThemba Labs Media 2016/17

5.1 Sentiment analysis

Sentiment analysis was done on all iThemba Labs clippings.

Neutral sentiment can be linked to all iThemba Labs mentions.

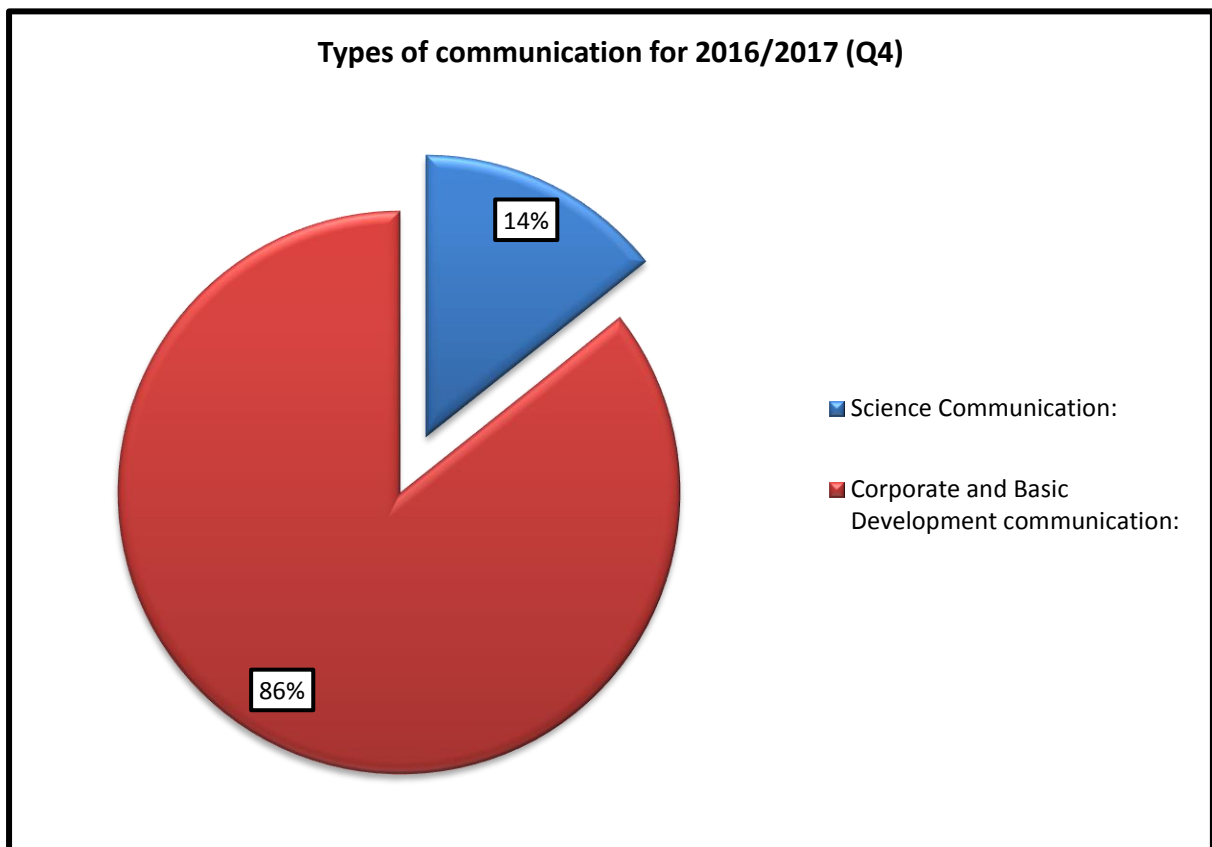
5.2 Types and quality of communication

For iThemba labs two types of media was identified.

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

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

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



5.3 Spokes people for iThemba Labs identified from the Data Q4 2016/17

Person	Nr of mentions
NA	

6. Social media Q4 2016/17

6.1 Over view of Social media

Social Media Growth

	Bi-Annual Growth	Total Community
FACEBOOK		
iThemba LABS	186	996
TWITTER		
iThemba LABS	11	86