

AIR EXCHANGE

TRACKING AUDIENCE AND MEDIA DISCOURSE ON
AIR POLLUTION AND HEALTH IN ASIA
2015-2018



OBJECTIVES

- Gain an understanding of public and media discourse on the topic of air pollution.
 - Identify gaps in public understanding and news coverage on the issue as potential areas for increased awareness.
 - Inform strategic communications in the realms of public, media and policy on air pollution by understanding perceptions about sources, health impacts and solutions.
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OVERVIEW OF APPROACH

Timeframe

1st January, 2015 to 14th October, 2018.

Content Analysed

A representative sample of social media and news articles that included mentions of keywords related to air pollution were taken. In total, 530,000 pieces of content were scanned.

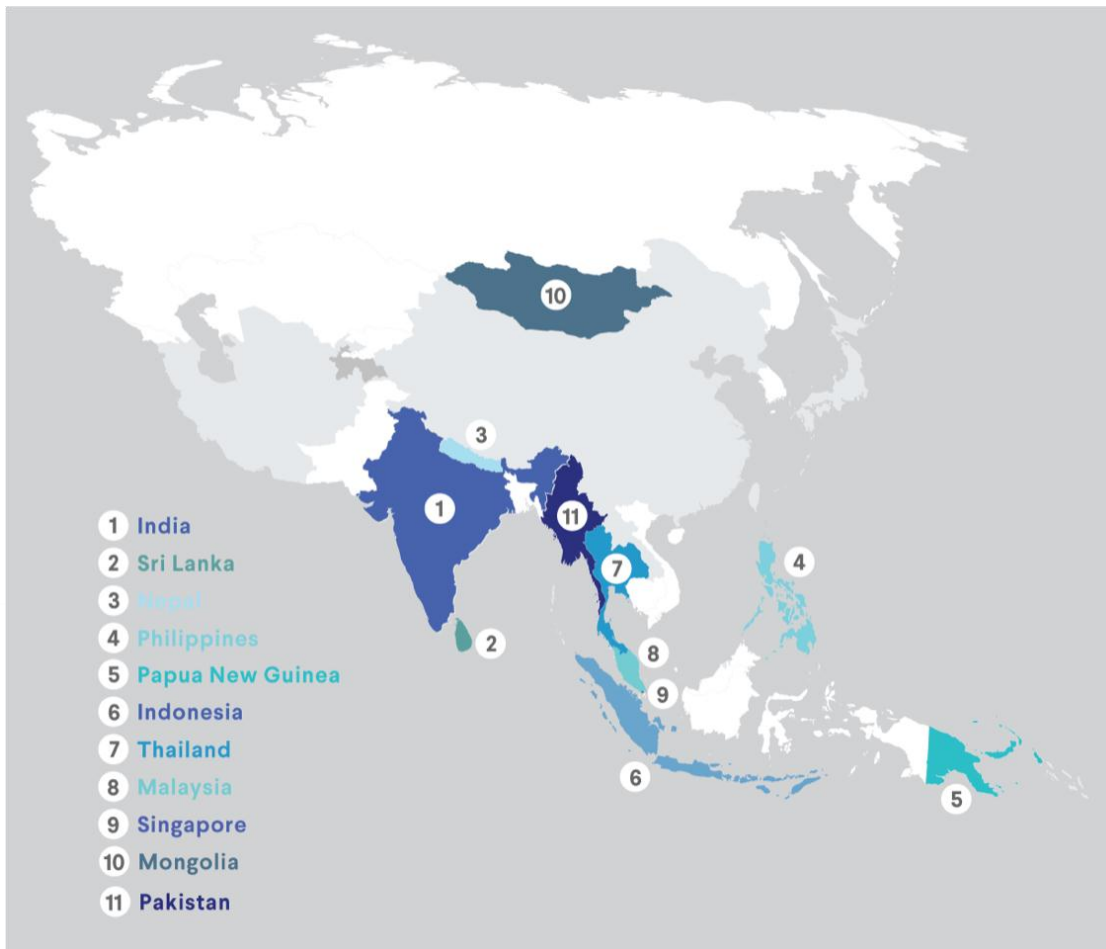
Platforms covered

Facebook, Twitter, Instagram, YouTube, Blogs, Forums and News.



OVERVIEW OF APPROACH

Countries and Languages



1. English
2. Bahasa Indonesian
3. Bahasa Melayu
4. Chinese traditional
5. Chinese simplified
6. Thai
7. Tamil
8. Hindi

METHODS

Step 1

Identify keywords in 8 languages, related to Air Pollution

Step 2

Keywords are entered into the Circus Social platform and configured under different topics and sub-topics.

Step 3

The software scans publicly available social media channels and news articles to pull out content that includes the configured keywords in all topics

Step 4

Data is analysed under individual categories to filter out irrelevant content and 'noise'

Step 5

Insights are formed based on the final filtered content

WHAT WE EVALUATED

- General perceptions on air pollution
- Perceived sources
- Perceived health symptoms and impacts
- Discourse on exposure reduction and solutions

Key findings and recommendations

GENERAL PERCEPTIONS ON AIR POLLUTION

- The 2015 haze crisis resulted in extensive attention from people with several Asian countries talking about the issue on social media, specifically Instagram.
 - The odd-even number plate rule by the Delhi government to combat vehicle pollution led to spike in conversations.
 - 2016 and 2017 saw a drop in conversations around air pollution as no peak air pollution episodes were witnessed during this time. However, generic conversations were still seen.
 - 2018 saw increased awareness in India with more Indian media writing about air pollution. The year also showed extensive conversations on the smog in Beijing and the effect of air pollution during the Asian Games in Jakarta.
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SAMPLE POSTS

04 Dec 2015

Twitterati mock Delhi government's odd, even number rule for vehicles : FYI, News - India Today googlepluse Twitterati mock Delhi government's **odd**, even number rule for vehicles Delhi government is considering implementing a new rule of running **odd** and even numbered vehicles on alternate days. To that, Twitterati has come up with some priceless responses. A + A - Picture for representation. Photo: Reuters Not many have turned out to become a...



indiatoday.intoday.in

350 South Asia
08 Sep 2018

Today my son joined the #RiseForClimate march with me and many others from my community. Every child like Kunzin deserves a life free of air **pollution**, a life that is not threatened by rising seas and a land that is not affected by climate change: Phuntsok Yangchen.
<https://t.co/y7ys3zPZR3>

433 166



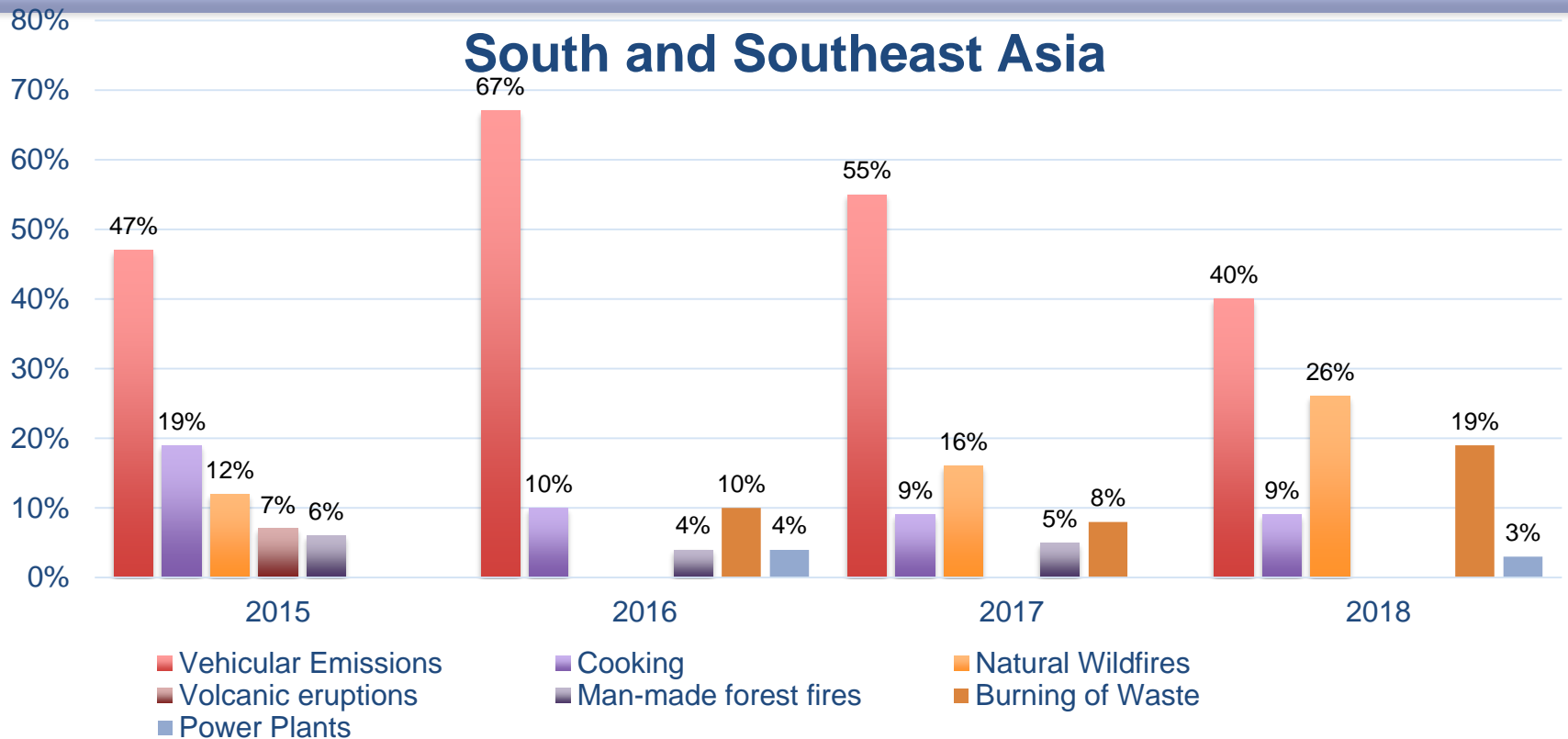
asia one AsiaOne
30 Aug 2018

'This is Indonesia': Asian Games race-walker collapses after 50km of heat, smog
The air quality index in central Jakarta hit 163 on Thursday morning. Indonesia's Hendro said it was a "miracle" to even finish the 50km race walk in Jakarta's brutal pollution, heat and humidity Thursday after he was carried from the fi...

8 2

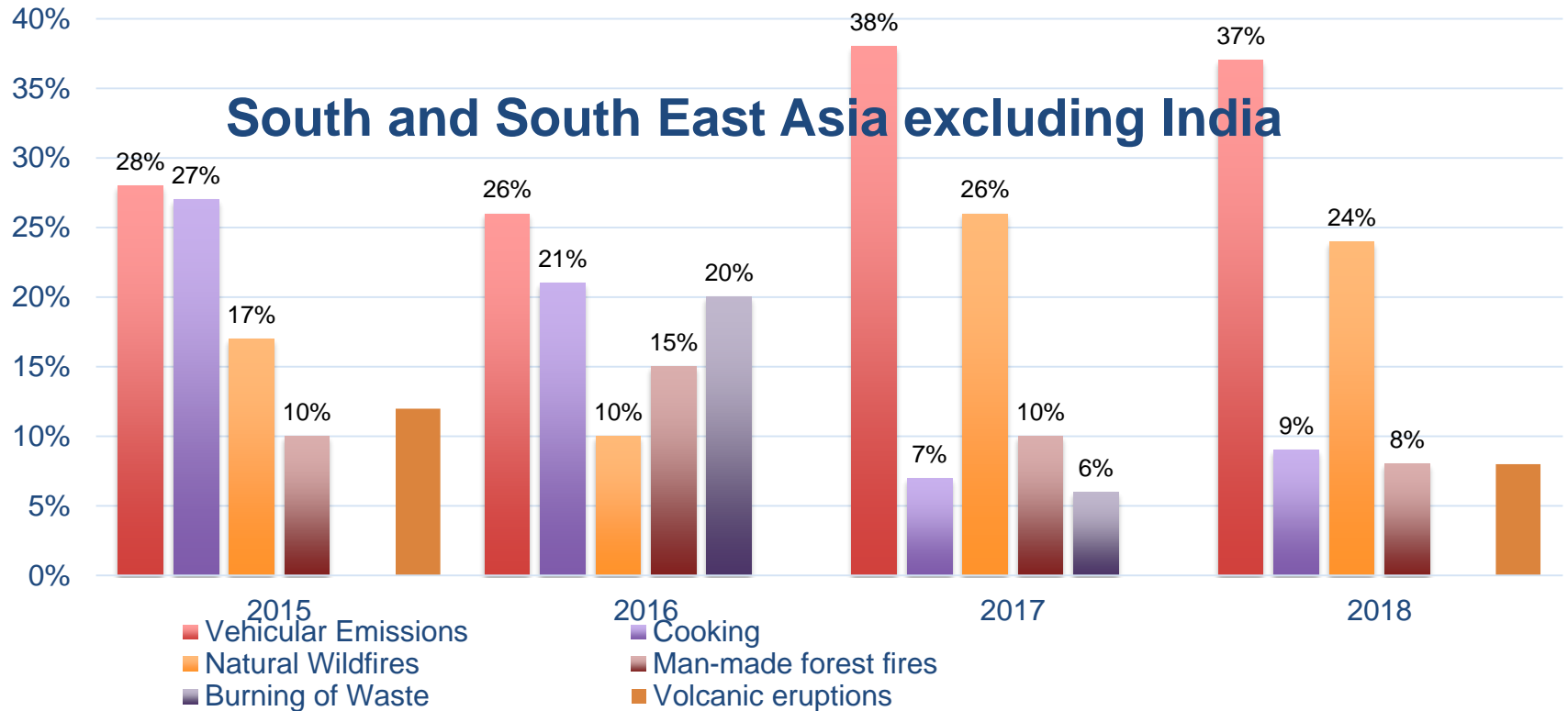
PERCEIVED SOURCES



Locations

India, Indonesia, Malaysia, Singapore, Mongolia, Philippines, Sri Lanka, Papua New Guinea, Thailand, Pakistan and Nepal

PERCEIVED SOURCES



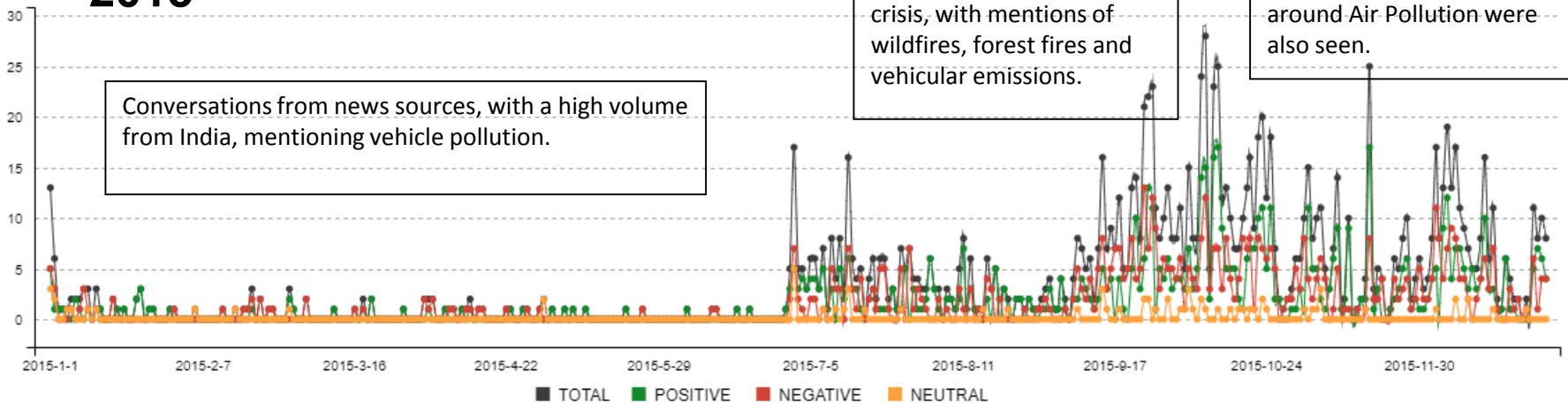
Locations

Indonesia, Malaysia, Singapore, Mongolia, Philippines, Sri Lanka, Papua New Guinea, Thailand, Pakistan and Nepal

PERCEIVED SOURCES

Volume of conversations

2015



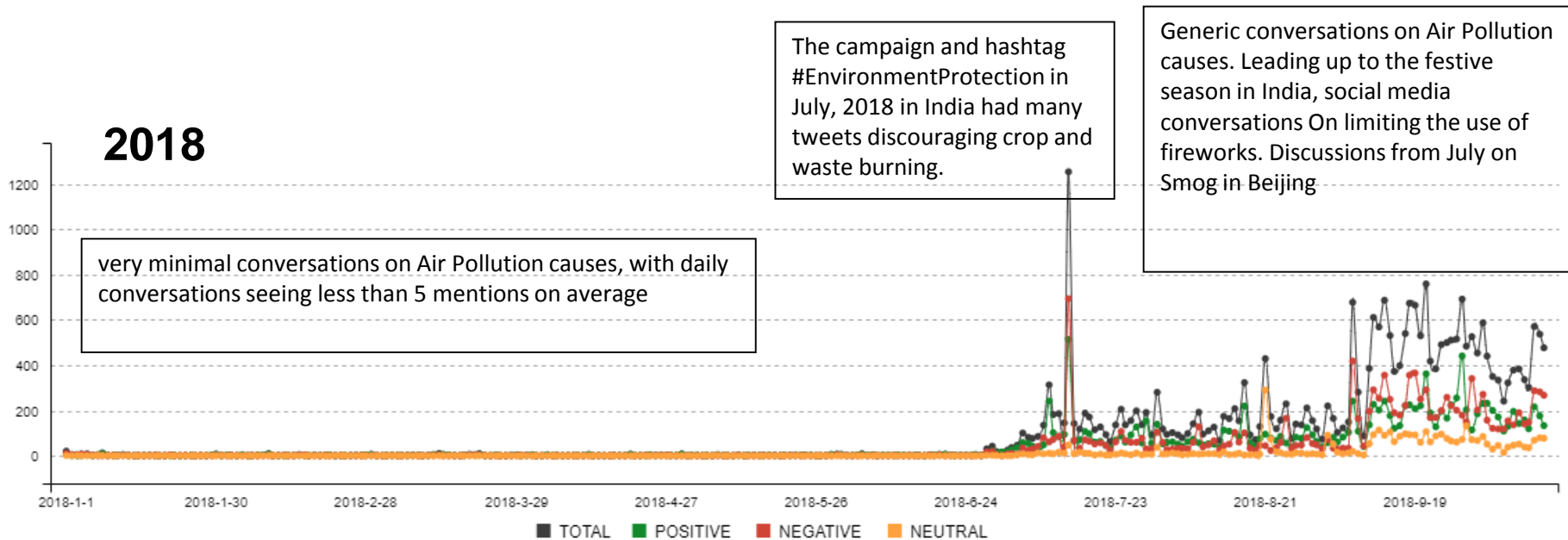
Conversations from news sources, with a high volume from India, mentioning vehicle pollution.

Between September and October, conversations revolved around the haze crisis, with mentions of wildfires, forest fires and vehicular emissions.

The festival of Diwali led to conversations around fireworks. Discussions on the odd-even number plate rule in Delhi, ban on diesel vehicles in Delhi and the smog in Beijing were prominent. A high number of generic news articles around Air Pollution were also seen.

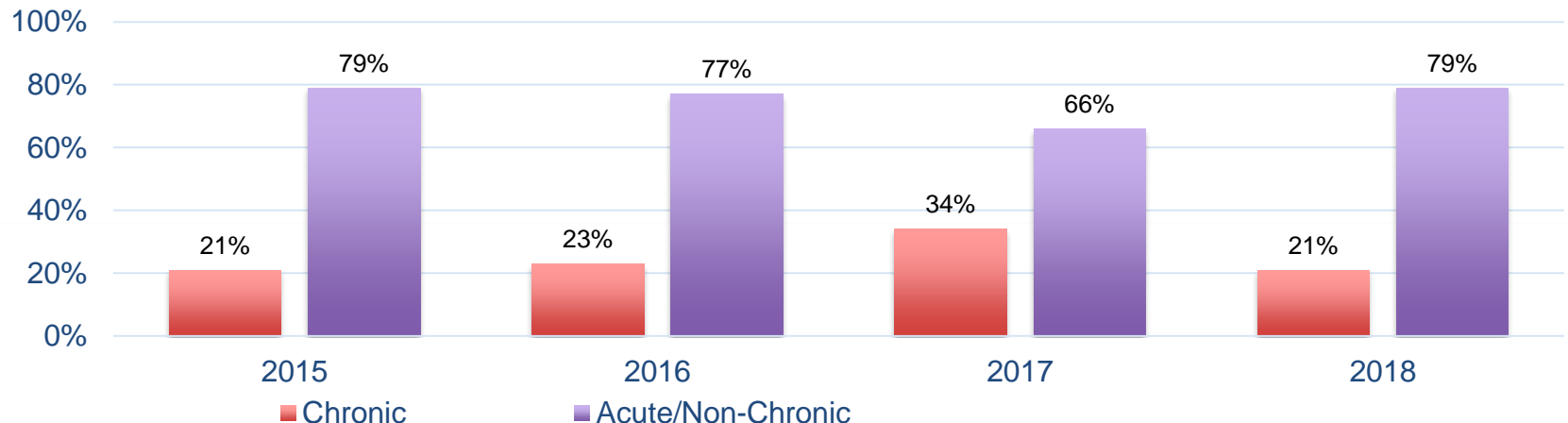
PERCEIVED SOURCES

Volume of conversations



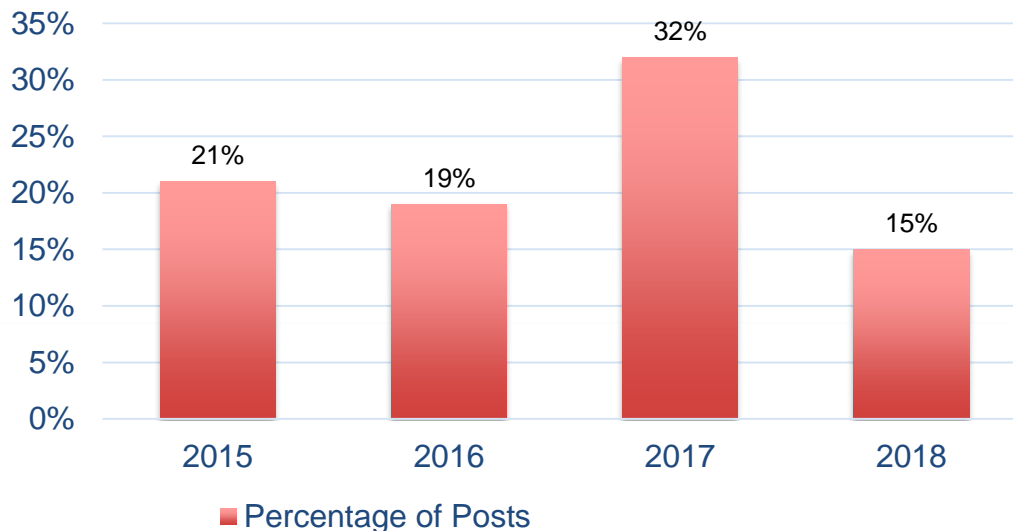
PERCEIVED HEALTH SYMPTOMS AND IMPACTS

- In this report, health symptoms and impacts have been combined.
- Chronic illnesses focus on heart and lung diseases whereas acute/non-chronic illnesses include breathing difficulties, respiratory issues, itchy eyes, dry cough, eczema and asthma.
- The mentions of chronic illnesses are significantly fewer, signifying that the general public relates air pollution to immediate/acute symptoms such as breathing difficulties or asthma.



PERCEIVED HEALTH SYMPTOMS AND IMPACTS

- Posts that talked about children's health, though low in number, had higher engagement than other posts made by the same person.
- Communication efforts targeting children's health may be an effective method to increase awareness and shine a light on this issue.



KEY FINDINGS AND RECOMMENDATIONS FOR FRAMING STRATEGIC COMMUNICATIONS

Dia Mirza @deespeak

Follow

This is the air we are breathing. This is the air that us making us sick. Our children, our parents, our friends, our families, you and me. @PMOIndia @narendramodi @Dev_Fadnavis @CMOMaharashtra #MyRightToBreathe #BreatheLife #AirPollution

Current Air Quality

AQI 331 VERY POOR PM2.5

3:12 PM - 14 Oct 2018

696 491 2.0K

Dia Mirza @deespeak · Oct 10

Positive change is possible when it is born of empathy. 'Feel' the need for change, 'seek' the change, 'speak' the change - be the change. Honour to be a part of the #DemocracyWall! Thank you @ShekharGupta @ThePrintIndia @Rohini_Swamy @vitvellore #MeToo #Equality #HumanRights

21 52 616

Richard Barrow in Thailand @RichardBarrow · 21h

The Thian Heng parade in Mae Sariang this evening. The Ok Wa festival marks the end of the Buddhist Lent #Thailand

4 22



danartriatmojo · Follow

Syamsudin Noor International Airport

danartriatmojo Banjarmasin from above. Day 1 with @pantaugambut #kalimantan naynadine Ahhh berangkat lagiiii? I wish! danartriatmojo @naynadine iya nay. gabus goreng sambal sereh lagi hahaha orindadeviana Soto banjar 😊 iwak haruan iwak gabus amalrachim Enjoy! kenopeer Love your account, really inspiring 🙌🏻

247 likes

OCTOBER 19, 2017

danartriatmojo

04 Nov 2015

Portraits of a young boy with his mother and his little sister at dr. Doris Sylvanus State hospital, Palangkaraya, Central Kalimantan. With his mother, he accompany his little sister to get treatments for her respiratory infection caused by choking haze which has been happening for three months. So many children in early age are seen suffering for ...

524 2

Richard Barrow in Thailand @RichardBarrow

Follow

Air quality in #Bangkok is bad today. People in sensitive groups, like elderly, children and people with asthma shouldn't exercise outside.

Bangkok Bangkok, Thailand

143 US AQI Unhealthy for Sensitive Groups

30° 70% 10.8 km/h

Data provided by 12 sources

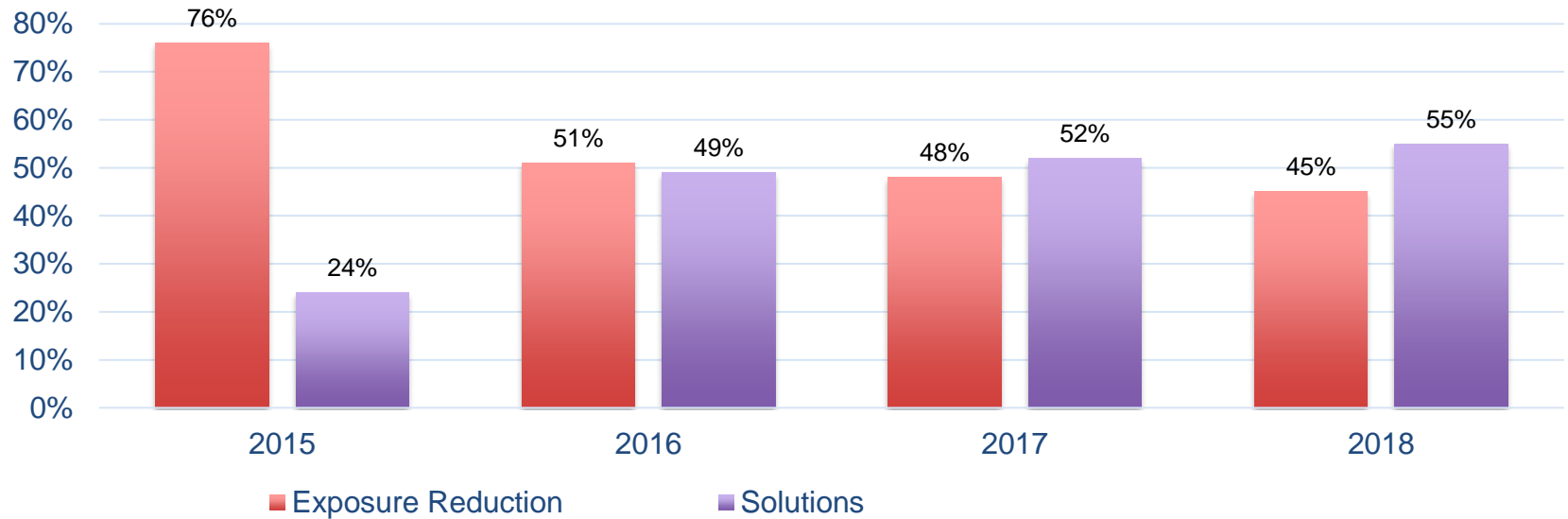
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Monday Tuesday Wednesday

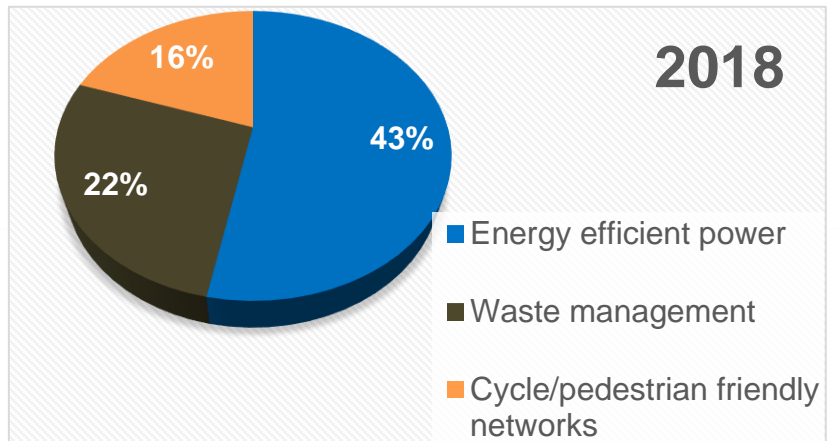
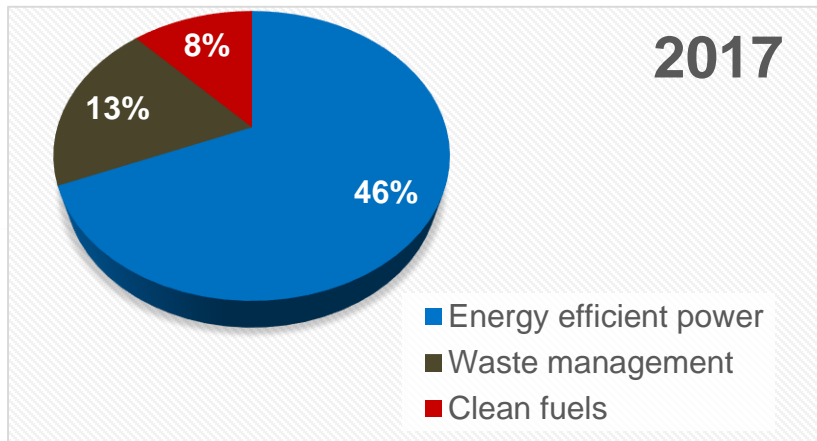
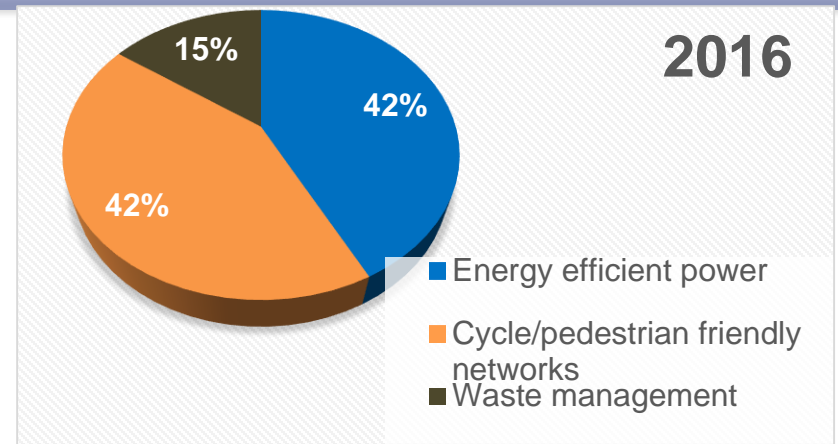
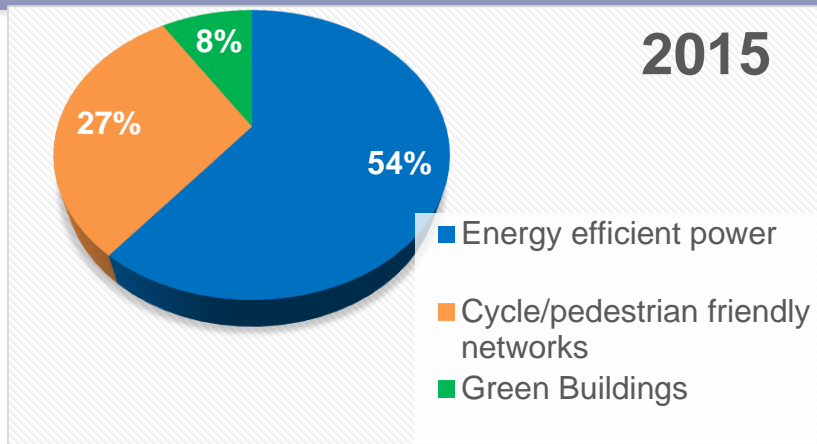
11:27 PM - 9 Sep 2018

77 Retweets 59 Likes

DISCOURSE ON EXPOSURE REDUCTION AND SOLUTIONS



TOP 3 SOLUTIONS – SHARE OF VOICE



Energy efficient power is quoted as the #1 solution in the last four years

KEY FINDINGS AND RECOMMENDATIONS FOR FRAMING STRATEGIC COMMUNICATIONS

1: Climate Change is an effective means of engaging people on air pollution.

2: Children's health messaging is more resonant than other content on health impacts of air pollution.

3: Greater awareness is required on the chronic health impacts of air pollution.

4: News articles on air pollution should include messaging on health impacts

5: Discussion on solutions should emphasize the need for governments to develop comprehensive policies promoting clean air for health

6: Media should be given access to credible and relevant data on air pollution
