



The  
**FUTURE** of  
**WORK**

# #SexForGrades

Twitter Analytics Report

# Summary

- We set out to measure the sentiments in the discussion of #SexForGrades and gathered 390,000 tweets from Twitter between October 7th and October 10th, 2019.
- Data was collected with the keyword, #SexForGrades.
- We cleaned out irrelevant tweets which included ads for products or unrelated issues to the topic and had 270,937 issue-based tweets from 67,706 handles.
- BBC Africa was mentioned 32,262 times while Kiki Mordi the investigative journalist who carried out the report was mentioned over 10,708 times.

Oluremi Sonaiya  
Obafemi Awolowo University  
University of Lagos  
Foursquare Gospel Church  
Bukola Saraki Oby Ezekwesili  
Perpetrators Journalist Predators Kiki Mordi  
Sexual Harrasment Investigation Suicide  
Prof Ransford Edward Yaw Gyampo University Drop-out  
Commonwealth of Zion Assembly (COZA) Sex African eye  
University of Benin Hero Ekiti State University  
Dr Paul Kwame Butakor ASUU Lecturers  
Investigative Journalist BBC Africa Faculty of Arts  
Dr Boniface Gbeneghu University of Port-harcourt  
Atiku Abubakar



# Overview

- The most occurring words in the conversations in the period of data collection were: lecturers, sex, BBC Africa and Dr. Boniface.
- Other keywords like sexual harassment and university also had the lights as the investigation had other individuals, who were not featured, share their own experiences.

290,937  
TOTAL TWEETS

67,706  
NUMBER OF  
HANDLES USED

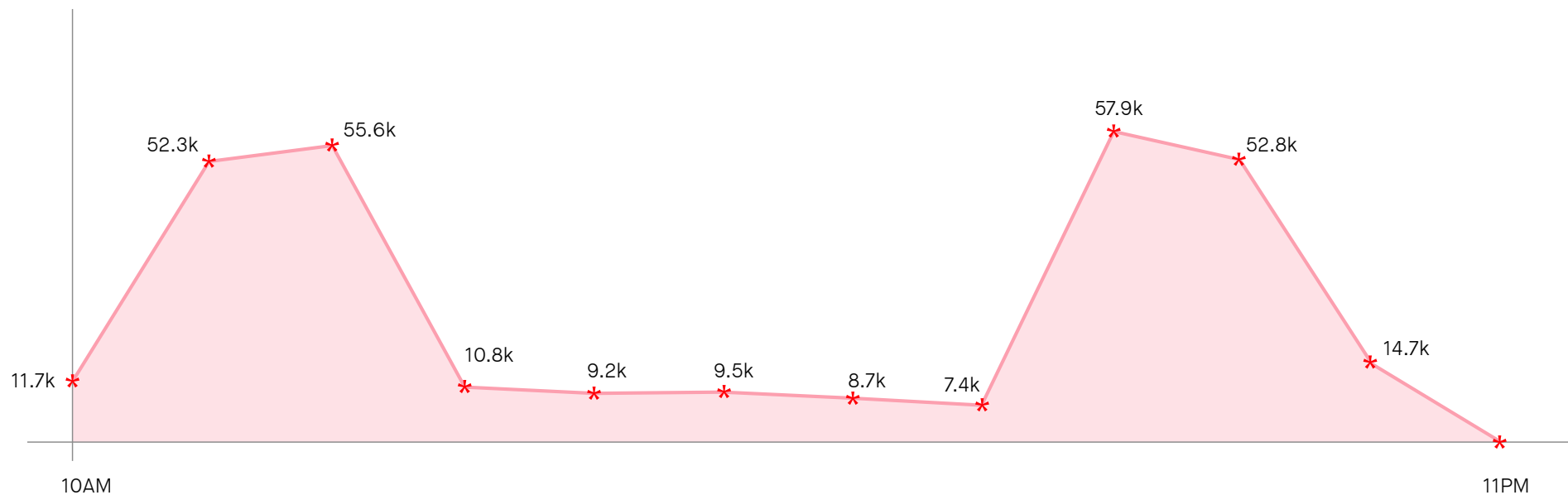
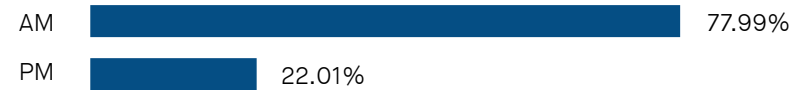
32,262  
BBC AFRICA MENTIONS

10,708  
KIKI MORDI MENTIONS

## Total Tweet by Tweet Date



## Total Tweet By Time of the Day



## Total Tweet by Hour\_Band

# Summary

- About 78% of tweets with the #sex4grades keyword were sent out between 12 noon and 12 pm during the time of recording.
- On 7th October, the day the documentary was aired, there were over 248,000 tweets. This number went down to about 37,000 on Tuesday and a little over 4,000 by Thursday, 10th October.



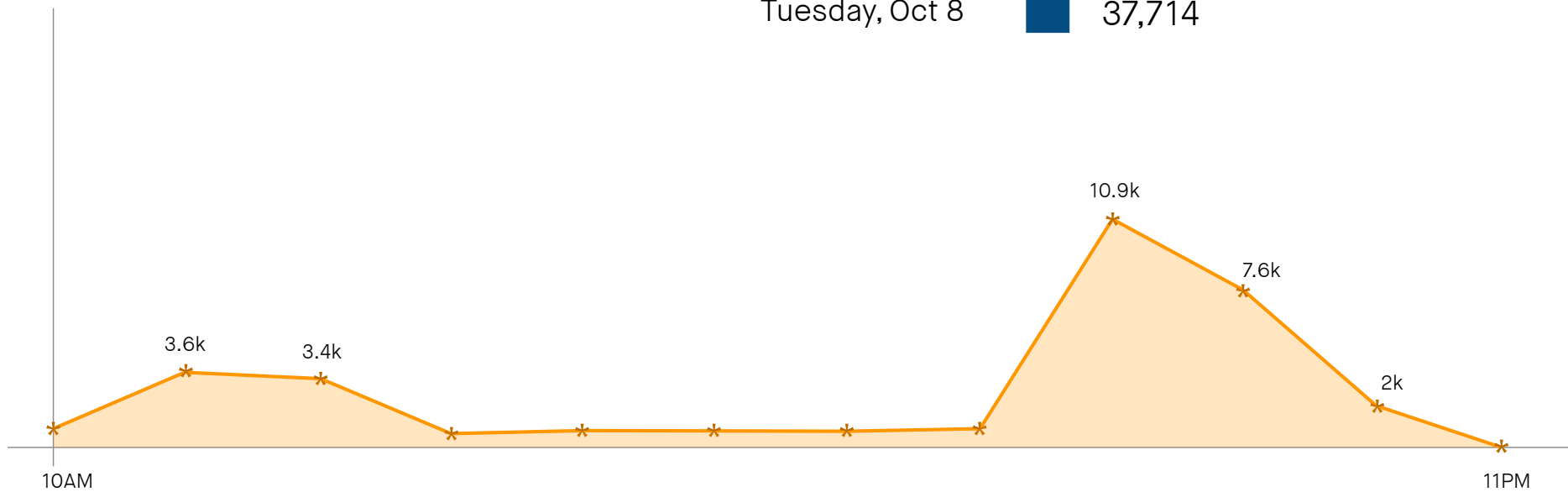
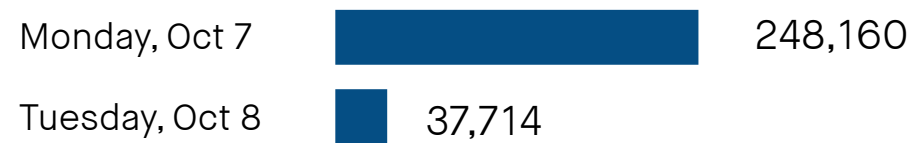
AFRICA EYE

# BBC Africa Eye Numbers

### Total Tweet By Time of the Day



### Total Tweet by Tweet Date



### Total Tweet by Hour\_Band





# Summary

- BBC Africa Eye was mentioned over 32,000 times by 13,915 twitter handles.
- On October 7, they had over 27,000 mentions. This number dropped below a thousand by Thursday, 10th October.
- Over 85% of the mentions were made between 12pm and 11pm.

10,708

KIKI MORDI  
MENTIONS

5,549

NUMBER OF  
HANDLES USED

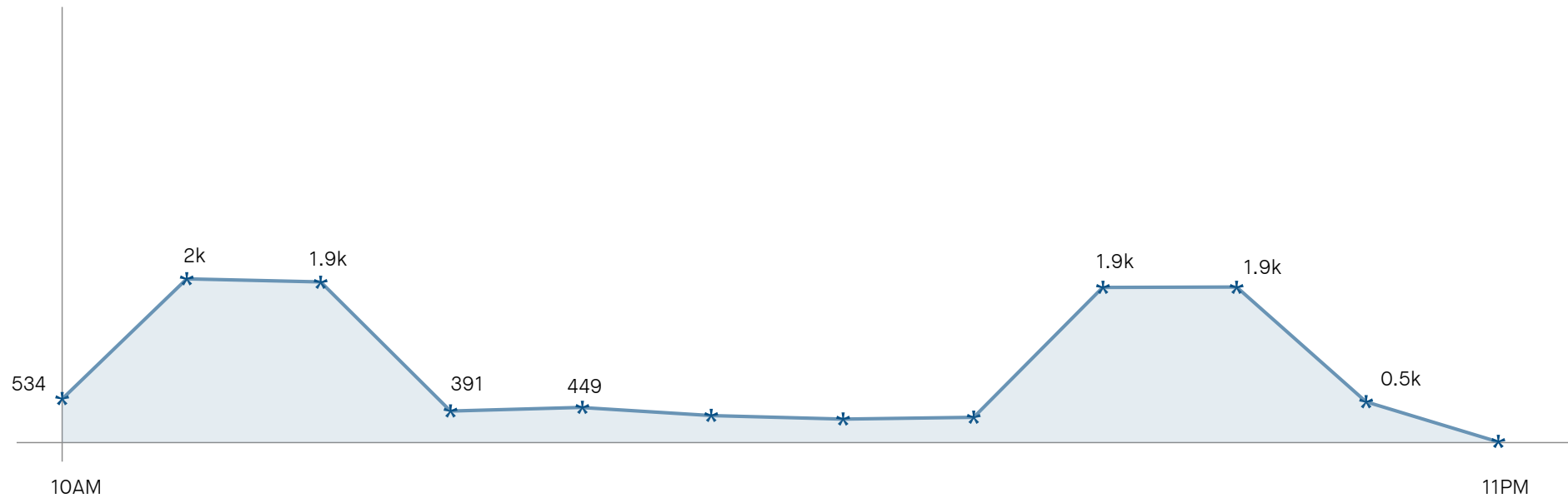


# Kiki Mordi Numbers

### Kiki Mordi Mentions by Tweet Date

Monday, Oct 7	8.9k
Tuesday, Oct 8	1.7k
Wednesday, Oct 8	62
Thursday, Oct 8	79

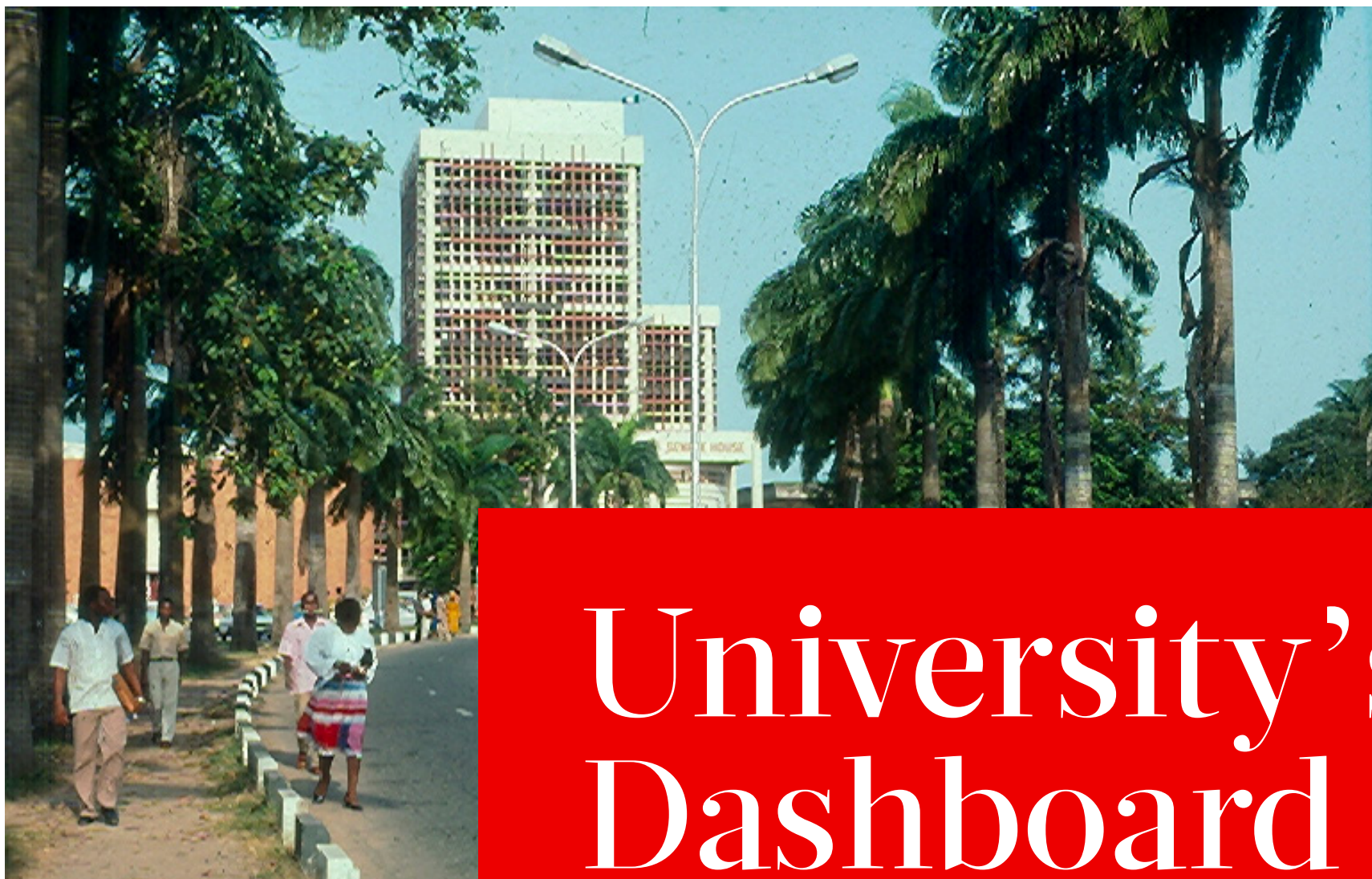
Hero Perpetrators  
**Predators**  
Drop out  
Sexual Harassment



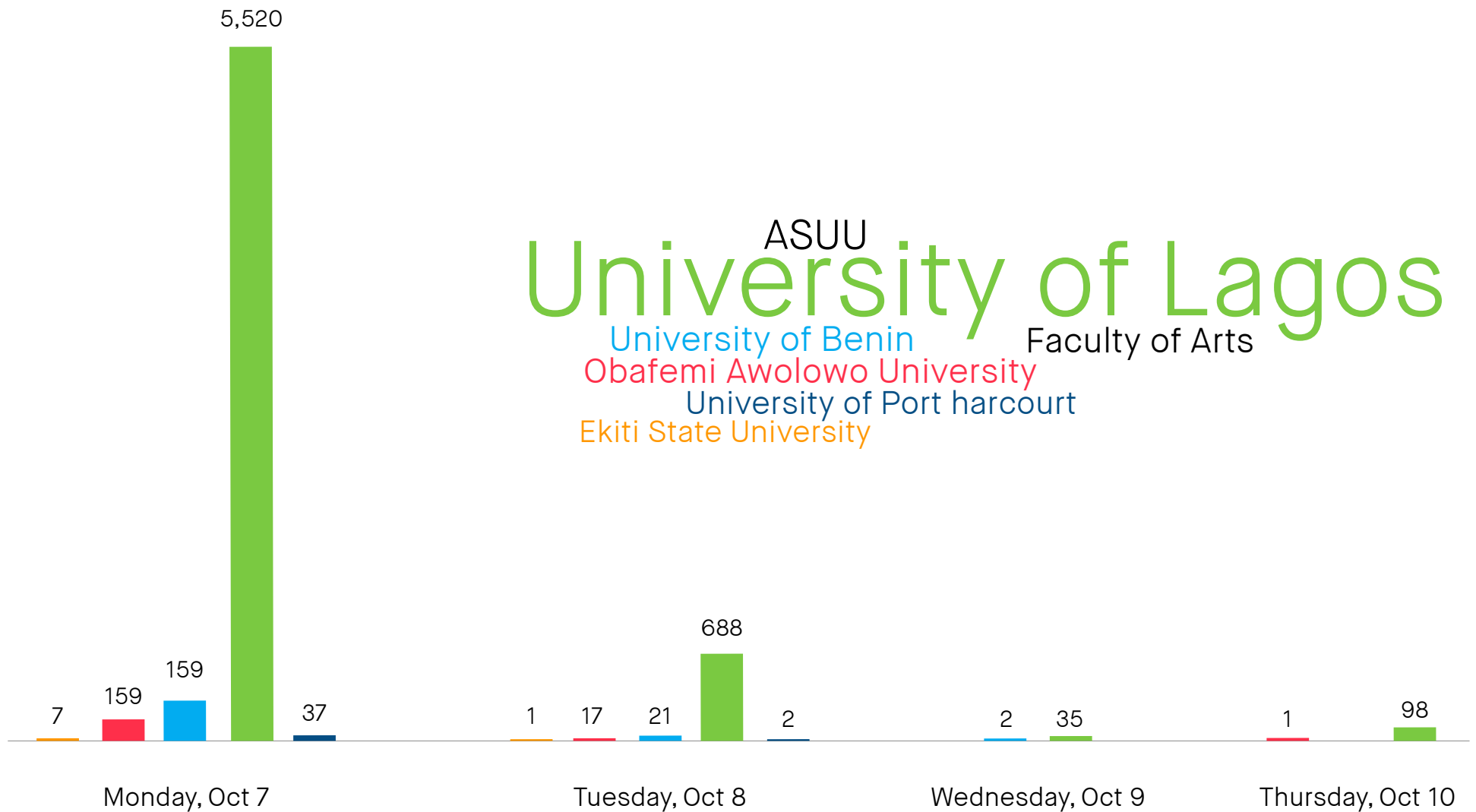
### Kiki Mordi Mentions by Hour\_Band

# Summary

- Kiki Mordi was mentioned over 10,000 times by 5,549 handles within the period of study.
- Associated words included sexual harassment and predators. This is because the core of her investigation was to expose this practice in West African universities.
- Other associated words included drop out, used to refer to her leaving school due to attempted sexual harassment by lecturers in the University of Lagos.
- Kiki Mordi was mentioned over 8,000 times on the day the documentary was made public and was on the twitter trends table. By Thursday the 9th, the mentions dropped to only about 79.



# University's Dashboard



**Universities Mention by Tweet Day & Name of Universities**



# Summary

- The University of Lagos was mentioned 6,534 times followed by the University of Benin, which was mentioned 330 times, as past and present students shared their different experiences.
- ASUU was mentioned 716 times as regards the Anti-Sexual Harassment Bill.
- Lola Shoneyin also shared her experience in the hands of a DVC.

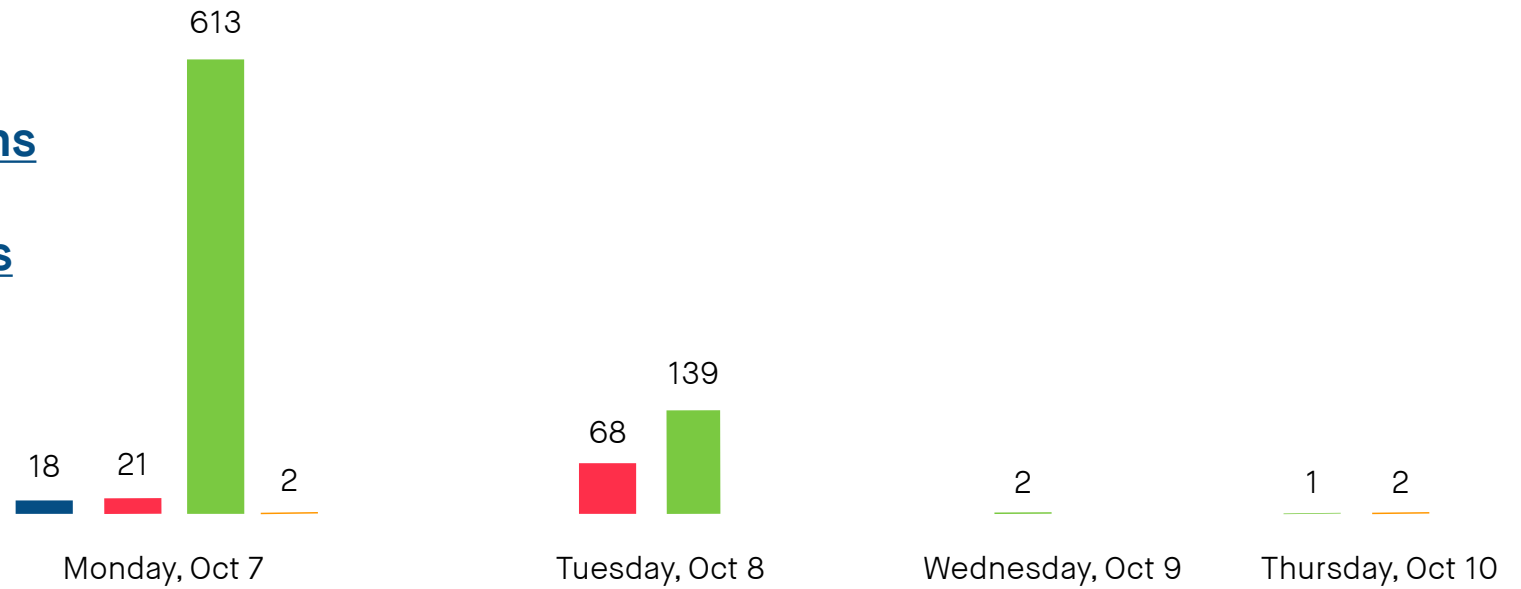




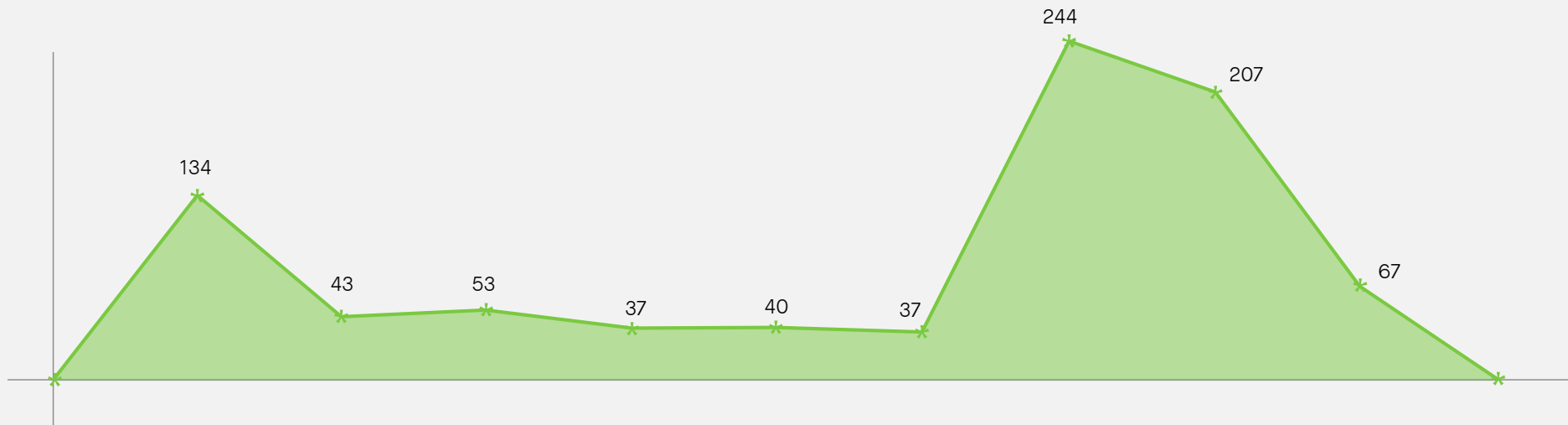
# Influencers Numbers



## Influencers Mentions by Tweet Day & Name of Influencers



## Influencers Mentions by Hour\_Band





# Summary

- Oby Ezekwesili mentioned how ISSUES of sexual harassment was dealt with in the universities while she was Minister of Education.
- Bukola Saraki, Oluremi Sonaya, Femi Gbajabiamila, Atiku Abubakar and Segalink, amongst others, also commented on the issue.

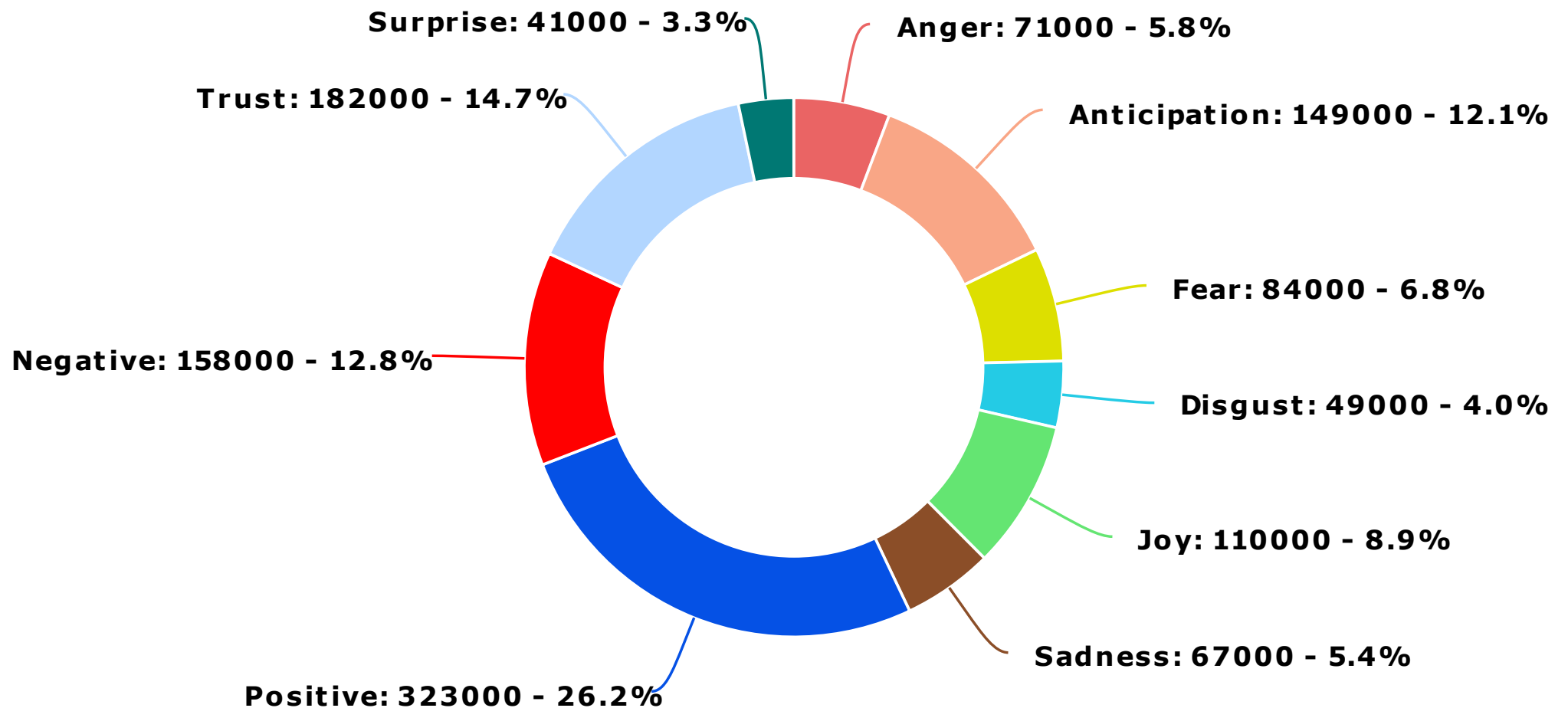
866

TOTAL INFLUENCER MENTIONS

570

NUMBER OF HANDLES USED

## General Sentiments in %



# Sentiment Analysis

- **Positive 26.2%:** The Foursquare Gospel Church was highly commendable for their swift response. BBC Africa Eye was also applauded for bringing to light a report of the despicable things that have been happening for years. Kiki was praised by different persons.

# Sentiment Analysis (contd.)

- **Anger 5.8%:** Response to “What you wear”. Women and men were very angry at the statement that female students were tempting male lecturers.
- The sentiments and reactions were in anticipation of the release of the full documentary and, afterwards, of the committee set up to investigate sexual harassment in the universities mentioned.



## ABOUT US

Future of Work Africa is a data analytics, consulting, and training company. We provide insights drawn from data to societies, organizations, and individuals make better decisions. In 2019, we published reports, derived from data analytics about the #SexForGrades scandal and #KogiDecides, bringing to the fore insights about the factors that characterised both trends.

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## WHAT WE DO

We collect and analyse data for brands to develop insights that are tailor-made and private, giving them an edge in a crowded market.

Courses in several aspects data science such as:

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- Data Science with R
- SQL for Data Science
- Business Intelligence with PowerBI
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- Talent Analytics
- Data Science Bootcamp

We collect data on public events and trends, analyse and publish free reports that cut through the noise, bringing insights that enrich public discussions.