

**Center for Media Research - Nepal**

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## **Nepal Twitter Users Survey 2017**

Summary of the Findings

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March 2018

# Nepal Twitter Users Survey 2017

## Summary of the Findings

### THE SURVEY

An online survey was conducted in December 2017. A total of 865 completed responses were found valid and analyzed for this report.

The survey is the continuation of the similar surveys conducted by the Center for Media Research – Nepal (CMR-Nepal) in 2013 and 2015.

### DEMOGRAPHICS OF THE RESPONDENTS

Out of 865 respondents, 11.3 per cent were females and remaining were males.

Most of the Twitter users are between 26 to 30 years old (28 per cent) whereas those between 31 to 35 years made of 25 per cent of the Twitter users.

Nineteen per cent of Twitter users are between 21 to 25 years old. All together, those between 21 to 35 years made up 72 per cent of the Twitter users.

**Table 1: Age-wise distribution of Nepali Twitter users**

Age Group	Twitter Users (%)
Below 16 years	0.5
16 to 20 years old	3.5
21 to 25 years old	19
26 to 30 years old	28
31 to 35 years old	25
36 to 40 years old	12.5
41 to 45 years old	5
46 to 50 years old	2.5
50 years old and above	4

### LOCATIONS

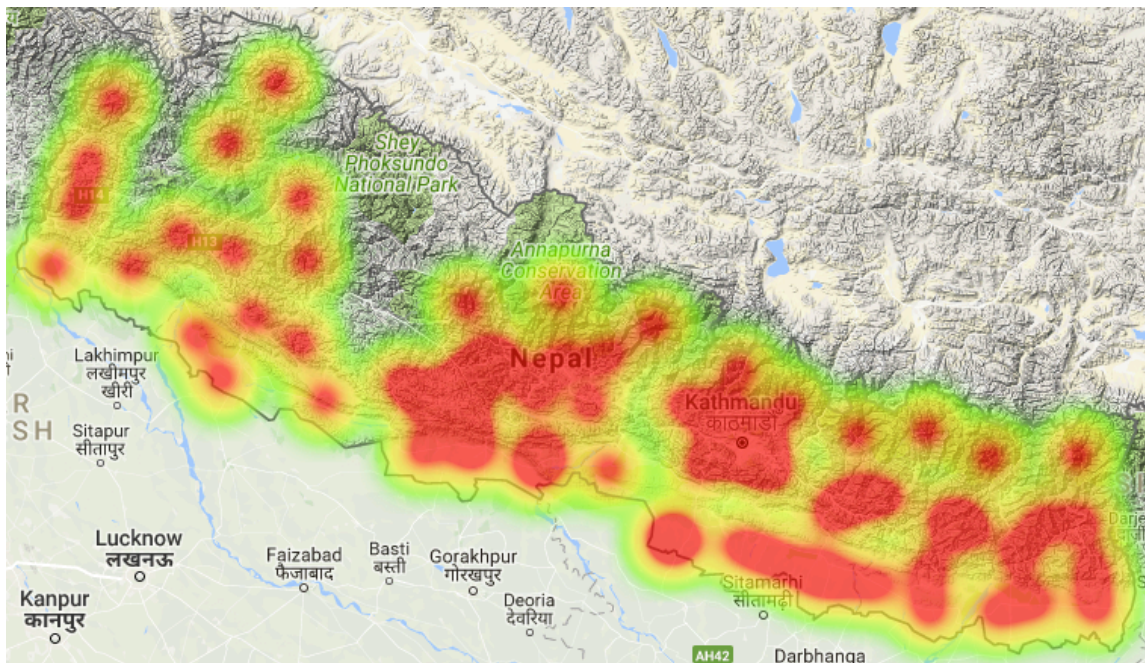
Based on their home districts, Nepali Twitter users represent 66 among 77 districts of Nepal. Most of them represent Kathmandu district (13 per cent) with nearly 20 per cent of the users representing three districts of the Kathmandu

Valley. Those districts having more than 5 per cent Twitter users are Jhapa (5.4%), Chitwan (5.2%) and Morang (5%).

Kaski (4.6%), Lalitpur (3.4%), Nuwakot (3%), Bhaktapur and Rupandehi (2.7% each), Gulmi and Kavrepalanchok (2.5% each), Dang Deukhuri and Gorkha (2.3% each), Syangja and Tahahun (2.2% each) and Arghakhanchi and Dhading (2% each) are also well represented in Nepal's Twitter-sphere.

Those districts having between 1 to 2 per cent of users are Sunsari, Baglung, Kailali, Dolkaha, Makwanpur, Sindhuli, Sindhupalchok, Nawalparasi (eastern), Parnat, Sarlahi, Lamjung, Palpa, Surkhet, Khotang and Udayapur. Other districts, which are represented in the Twitter-sphere, are Bardiya, Bhojpur, Ilam, Ramechhap, Baitadi, Banke, Bara, Okhaldhunga, Kapilvastu, Taplejung, Dhanusa, Kanchanpur, Mohottari, Nawalparasi (western), Parsa, Pyuthan, Rautahat, Siraha, Darchula, Jajarkot, Myagdi, Sankhuwasabha, Terhathum, Dhankuta, Humla, Jumla, Rasuwa, Saptari, Solukhumbu, Bajura, Dadeldhura, Dailekh, Manang, Panchthar, Salyan and Achham.

**Figure 1: Twitter users of Nepal based on their home district (heat-map)**



As shown in heat-map (Figure 1), Nepal's Twitter users mostly represent western, central and eastern parts. The districts in western Nepal have less Twitter users than the eastern Nepal and southern plains have more users than northern mountains.

But the current location of Nepali Twitter users gives a different picture. About one-fourth (24 per cent) of the Twitter users are living outside Nepal; a little more than 6 per cent of Nepali Twitter users are living in South Asian countries followed by Gulf countries (4.3 per cent), North America (3.7 per cent), Europe (3.2 per cent) and rest of Asia (3.1 per cent). Among those living in Nepal, more than half (53 per cent) are currently living in the Kathmandu Valley. Pokhara is a current city of significant number of Twitter users (3.5 per cent) followed by Butwal (1.5 per cent), Biratnagar (1.3 per cent) and Chitwan (1.2 per cent).

## OCCUPATIONS

Majority of Nepali Twitter users are professionals such as doctors and engineers, either full-time employed or freelancing, as they make up more than one-fifth of the users followed by students (18.6 per cent). Privately employed make 16.4 per cent whereas those who are considered opinion leaders in the society as journalists, lawyers and teachers makes up nearly 16 per cent of the respondents.

**Table 2: Occupation of Nepali Twitter Users**

Occupation / status	Twitter Users (%)
Professional (eg doctor / engineer)	21.6
Student	18.6
Employed in private sector	16.5
Journalist / lawyer / teacher	15.8
Businessperson or self-employed	9.6
INGO / NGO / advocacy group employee	7.7
Government employee	5.7
Farmer	2.1
Activist / social worker	1.4
Politician / political cadre / political group	1.0

## LANGUAGES

Most of Nepali Twitter users (72.5 per cent) use both Nepali and English in the platform. Nearly 20 per cent Twitter users use only Nepali language whereas 6.5 per cent uses only English languages. Only one per cent users said they use Twitter in other languages, which include Hindi (0.5 per cent), Maithali, Urdu, and Japanese.

## MULTIPLE ACCOUNTS

One in every four Twitter users maintains multiple Twitter accounts. Approximately 59 per cent of those users also manage the Twitter handle of their office or community or group whereas around one-fourth of them use all accounts for private use. Another one-fourth of users managing multiple accounts also have an anonymous Twitter account – that’s 7 per cent of total Nepali Twitter users maintaining an anonymous account.

## THE TWEETS

### TOPICS OF TWEETS

Social issues are the most tweeted topic among Nepali Twitter users. Forty-six per cent users tweet about social issues. Politics is second popular topic with 43 per cent users tweeting political issues followed by sports (24 per cent), media (18 per cent) and economy (12 per cent). Twenty-two per cent tweet on issues related to their profession, and 16 per cent on issues related to their community.

Other topics include accountability, spirituality, entertainment, civil service, security, geography, photography, music and human rights. Some use the platform only to read tweet, and do not write tweets.

**Table 3: Topics of Tweets**

Topic	Twitter users (%)
Social issues	46
Everything	46
Political issues	43
Anything I find ok	38
Interesting topics	29
Sports	24
Related to my profession	22
Media	18
Related to my community	16
Economy	12
Science and Technology	1

## WHY NEPALIS TWEET?

More than three-quarters of users use Twitter for information and news. Almost two-third users use it to express feelings and opinions; and half-of-them use it to understand public opinions. More than 36 per cent use Twitter for interesting gossips, one-fourth of users for spending leisure time and 23 per cent for networking with friends. One-fifth of users use Twitter for their professional works whereas 12 per cent use it for asking questions to others.

Other reasons include spiritual gratification, for social works, to understand life and to handle public grievances.

**Table 4: Reasons for Using Twitter**

Reason for using Twitter	Twitter users (%)
For information and news	78
To express feelings and opinion	57
To understand public opinion	45
For interesting gossips	36
To spend leisure time	25
For networking with friends	23
For professional work	20
To ask others	12

## OPINIONS ABOUT TWITTER

### *TWITTER AS MEDIUM OF COMMUNICATION*

Majority of Twitter users believe that it is a strong medium of communication with 81 per cent agreeing (46 per cent) or strongly agreeing (35 per cent) to the statement. Only 14 per cent of Twitter users believe that Twitter is not a strong medium of communication whereas five per cent are neutral on it.

### *TWITTER AS SOCIAL / POLITICAL CHANGE CATALYST*

Majority of Nepali users believe that Twitter can bring social and political changes with 64 per cent agreeing (48 per cent) or strongly agreeing (16 per cent) to the statement. Nearly 22 per cent of Twitter users don't believe that Twitter can bring social or political changes whereas 16 per cent are neutral.

## ***TWITTER AS REPRESENTATION OF PUBLIC OPINIONS***

Majority of Twitter users believe that the platform represents public opinion. Nearly two-third of them (63 per cent) either agree or strongly agree that Twitter represents public opinion. 24 per cent of Twitter users believe that Twitter is not representative of public opinions whereas 13 per cent are neutral on it.

## ***TWITTER'S IMPACT IN NEPALI SOCIETY***

More than three-quarters of the users believe that the impact of Twitter is growing in Nepali society. Nearly three-fourth (74 per cent) either agree or strongly agree on growing impact of Twitter whereas 11 per cent are neutral on it. Around 15 per cent users think the impact is not growing in Nepali society.

## ***POLITICIANS AND CELEBRITIES ON TWITTER***

Majority of Twitter users, about 73 per cent, believe that more politicians and celebrities should join Twitter. Only 15 per cent of Twitter users think it's not necessary.

## ***WILL TWITTER BE USELESS IN NEAR FUTURE?***

Around 10 per cent of users opine that Twitter will become useless in a few years where as one-quarter have no idea if the platform is going to be useless in future. Sixty-eight per cent of them either disagree or strongly disagree that Twitter will be useless in a few years.

## ***MANY USE TWITTER IN WRONG WAY***

More than 42 per cent of Nepali Twitter users think many users are using Twitter in wrong ways whereas nearly one-third users believe Twitter is not being used in wrong ways in Nepal. Twenty-seven per cent users hold no opinion on it.

## ***TWITTER IS NOT JUST FUN***

Majority of Twitter users say that they use the platform seriously, not just for fun. More than two-third of them (73 per cent) either agree or strongly agree that Twitter is serious whereas 16 per cent of Twitter users believe that Twitter is just for fun. Eleven per cent are neutral on it.

## PSYCHOLOGY OF NEPALI TWITTER USERS

Nearly three-fourth of users do not care if their tweets do not get attention that they believe they deserve. And, more than half (57 per cent) write tweets that satisfy them rather than writing tweets that may increase their followers.

Nearly two-third users follow users who write good tweets and read many of their tweets whereas 10 per cent follow a lot of users but do not read all their tweets.

More than half (51 per cent) users retweet almost all tweets they like and believe that those users with high number of followers tweet well.

The satisfaction of using Twitter also comes from the followers, retweets and mentions as nearly 41 per cent feel gratified when either of them happens.

More than one-third users do not like it when someone they mention does not reply while one in five users does not feel good when they are not followed back.

**Table 5: Psychology of Twitter Users**

Statement	Twitter users (%)
I do not care if my tweets do not get attention of others.	70.6
I follow a few good users and read many of their tweets.	63.7
I like to write good tweets than write tweets that may increase my followers.	56.8
I retweet almost all tweets I like.	51.0
I feel gratified when others follow or retweet or mention me.	40.7
I don't like when the person I mention doesn't reply.	37.8
Those who follow a few Twitter users are proud.	22.0
I don't feel good when someone doesn't follow me back.	20.0
I follow a lot but don't read all their tweets.	9.5
Those who have big followers tweet good things.	8.9

## ELECTION AND TWITTER

The survey was conducted around the elections; and some questions probed the use and impact of Twitter on election decisions.



More than half Nepali Twitter users (55 per cent) received election related political messages from political parties or candidates on the platform. The rest (45 per cent) say they didn't receive any political message.

Most of the users received publicity materials (38 per cent) followed by updates about election campaigns such as activities by parties and candidates (30 per cent). Twenty-eight per cent of the users received the links of favorable materials from the parties or candidates whereas 22 per cent received invitation to the political activities. The political parties and candidates also used Twitter to refute unfavorable news or statement by others and 21 per cent received such messages. Only 9 per cent of the messages were fundraising or membership drive by the parties and candidates.

Similarly, more than half (55 per cent) believe that publicity on Twitter may change the voting decisions of those who received the messages whereas 21 per cent are certain that Twitter publicity can change voter decisions where as another 21 per cent believe the voter decisions is not impacted. Remaining (3 per cent) remain silent.

More interestingly, a significant number of Nepali Twitter users (16 per cent) say that publicity on Twitter changed their voting decision whereas 30 per cent think that the publicity may have changed their voting decision. However, 52 per cent say Twitter publicity didn't change their voting decision.

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## **THANK YOU NOTE**

Center for Media Research – Nepal and the researcher are greatly indebted to all the participants of the survey, including those who couldn't complete it. Also all social media users who shared/retweeted the link to survey form inviting others to fill the form deserve big thank you. The survey would've been impossible without the support from all of them.

The researcher is also thankful to all CMR-Nepal members.

## **ABOUT CMR-NEPAL**

Center for Media Research - Nepal (CMR-Nepal) is a small group of researchers specializing in media research. Formed in 2010, the group has conducted researches on social, digital and mainstream media. The group also aims to specialize on media monitoring and media content analysis. Based in Kathmandu, Nepal, CMR-Nepal can be reached at [cmrnepal@butmedia.org](mailto:cmrnepal@butmedia.org) or <http://research.butmedia.org>

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Suggested citation: Acharya, U (2017). *Nepal Twitter Users Survey 2015: Summary of the Findings*. Center for Media Research Nepal: Kathmandu.