

24HR TREND REPORT

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South African State of Affairs | Self-care and motivation | Gender at the forefront |
Other trends

This is a summary of the trending, highest impact, and most active themes and their narratives related to social cohesion and division in South African public-domain social media conversations.



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South African State of Affairs

Yesterday, South Africans took to Twitter to discuss their discontent with the ruling ANC party, financial systems that have created inequality, and the burden of debt among its people. Conversations about foreigners and their impact on the South African economy also featured as a top topic by volume.

Systemic Financial Issues

The number 2 and 3 top trending topics for the day were South Africans and economic empowerment, respectively. Within both these topics, [a tweet](#) posted by @DanCorderOnAir was the primary driver of conversation. In a thread, he lists a series of events that took place in South Africa in the 1900s, including the laws that were passed enabling white South Africans to progress further than black citizens. The first tweet in the thread described “How white economic empowerment, specifically afrikaner economic empowerment, uplifted white South Africans through official government policy from early 1900s into apartheid

B.E.E is nothing compared to the targeted government intervention white people benefited from.” This post has been retweeted over 2 200 times and received more than 2 400 likes.

@aCTAccountant responded to the tweet, [saying](#) “You left out the building of education, electricity, manufacturing infrastructure which made it the leader in africa which created the perfect platform for increasing its wealth creation for all. Just slip it in there.” Other Twitter account holders were quick to reply by [writing](#) “Yes, from capital generated by exploited [sic] black labour on stolen black land. And the capital generated by 100% of the population was used to benefit 10% of it while subjugating the rest. The boers didn't create those things, they acquired them through the aforementioned capital” [and](#) “The world has always traded. No white SA created electricity, education, infrastructure.white SA consumed it like the rest of the world. Which is beside the point of this thread. I'm sure in your family noone [sic] was involved in the creation of all these "advances" you are stating.”

At 14:16, @sugeezy [tweeted](#) about the material things that South Africans focus on by saying that they do so because they do not live in a first world country. She went on to describe the debt cycle that many South Africans find themselves in before ending on a hopeful note by saying that one day, South Africans will get to a point where they don't cross their fingers when they file a credit report. The post was retweeted close to 3 000 times and it has been liked more than 9 900 times. Responding to the tweet, @kingpenuel [added](#) “We have too many people drowning in debt in SA just so they can floss on Insta... depression, anxiety, divorce, violence are real!”

On 10 August 2020 around 22:00, @SuperiorZulu [tweeted](#) “If Black People can normalize coming together as a Collective as they make 80% of SA Population and

start funding black owned businesses to create strong Black economy which can be systematically tasked to tackling Poverty and Unemployment among our Communities things will change.” The post gained more than 300 retweets and over 700 likes.

Political Party Matters

@HermanMashaba came out strongly against the country’s leadership during the last 24 hours, perhaps not surprisingly given that he will be launching his own political party on 29 August 2020.

At 09:09, he [tweeted](#) a video of Cyril Ramaphosa that has received more than 30 000 views. In the video, Ramaphosa explains that his mission is to keep the ANC united and that he would rather appear weak than to split the party. Commenting on the video, Mashaba says “Cyril has made his choice. It will always be ANC over South Africa. It’s now time for South Africans to choose, because we cannot save South Africa without destroying this virus called ANC.” The post was retweeted more than 700 times and received close to 2 000 likes.

At 17:47 Mashaba [tweeted](#) a teaser about his party that he will launch on 29 August 2020, saying “I did not enter politics for my pockets, I did it because our time is running out to save South Africans from the thieves, and I will not give up while we still have a chance.” This post was retweeted more than 300 times and it received over 1 400 likes.

South Africans and Other Africans

On 10 August 2020, @SegopotjeNkadi3 [tweeted](#) some unverified stats about Johannesburg. The Twitter account claimed that “Joburg CBD is 80% foreigners and South Africans are minority in Joburg. ANC has surrendered this country to foreigners. There’s [sic] is no single country in Afrika [sic] where you will find city dominated by foreigners and is only in SA.” The post was retweeted close to 200 times and it received more than 400 likes. Many of the comments on the post expressed discontent with the ANC government and claimed that they have not done enough to ensure suitable economic transformation for South African citizens.

@nkulu_syamukela, for example, [commented](#) “Not just in Africa, but in the world. SAn must rise up NOW & violently overthrow this ANC regime before its [sic] too late because foreigners are hellbent on taking FULL control of RSA. Already we have surrendered our CBDs to them. Now they are even slowly taking over our townships too”.

@DjNewAfrica retweeted a video of a black girl conducting a make-up tutorial in her native language. The [original tweet](#) reads “Bumped into this on YouTube. She is

speaking a Zambian Language called Lozi, wow the similarities between this and Setswana/ Sesotho." The video has been viewed more than 250 000 times and it was retweeted over 5 000 times. @DjNewAfrica's [commentary](#) on the video is that "South Africans will call these people foreigners and call Europeans their people." This retweet received over 500 retweets and more than 1 000 likes.

Self-care and Motivation

The Self-care and Motivation theme covers topics around expressing love for others and self, receiving and acknowledging blessings, and inspiring others. The theme was mainly driven by the keywords "live" and "others". Both keywords featured in top topics by volume and burst.

Sharing the Love with Others and Self

Several Twitter users acknowledged that life is too short and that people should share their feelings with those around them. "EXTRA heavy In the "be safe" & "I love you" because life is so short" [tweeted](#) @BrysonTiller, receiving over 1 900 likes and 790 retweets. Meanwhile, Gayton McKenzie [wrote](#) about how we should take the time to express our love to others and chase our dreams, even though times are challenging. He tweeted "We are living in the valley of the shadow of death, don't forget to tell your loved ones how much you love them, don't let fights linger on, value people but most importantly be kind, you might not have a chance to make it right again, chase those postponed dreams now. Love & Light Red heart," receiving over 440 likes and 100 retweets. Artist Amra Olevic Reyes [tweeted](#) about her love for her mom, writing "I love my mom so much. I wouldn't be the woman I am today without her. God bless her." The tweet received over 15 200 likes and 6 600 retweets.

While others encouraged people to express and share their love, some Twitter users highlighted the importance of loving and taking care of oneself. This 24-hour cycle featured two trending tweets that addressed the importance of being selective about the people you allow into your life. Vex King [tweeted](#) "Stop gifting people access to you when they refuse to handle you with care." The tweet received over 3 600 likes and 1 100 retweets. Stephan Labossierie (@StephanSpeaks) [shared](#) "Stop adding people to your life with the same characteristics as the people you asked God to remove." The tweet received 2 500 likes and 784 retweets.

@Sugamummy also [wrote](#) about love for self and others, asking people to "STOP BEING SO DESPERATE TO BE IN LOVE AND JUST LIVE." The tweet received over 9 000 likes and 3 600 retweets and comments. One popular comment read [that](#) "all we need is love" and "even Jesus knew that."

Receiving and Acknowledging Blessings

The year 2020 has been challenging. As people are trying to survive the COVID-19 pandemic and the effects it has had on the world, some Twitter users wrote about how we must remain grateful. “A whole pandemic and God still keeps me protected and blessed every single day. I’m so grateful” [shared](#) Twitter user @tamtaughtyou, receiving over 120 000 likes and 43 400 retweets. @Angeldust [tweeted](#) “Being alive from January to August is not a joke, God I’m grateful.” The tweet received 7 200 likes and 1 400 retweets.

While some acknowledged their gratitude for being able to live through the pandemic, others shared blessings, specifically financial blessings. In a tweet with a picture full of cash Tebogo Tlou (@TebogoTlou101) [shared](#), “May God bless you financially.” The tweet received 3 300 likes and 613 retweets. South African musician @DonaldInDenial [wrote](#) “Your bank account will have so much money one day, you won’t believe your eyes,” receiving over 8 900 likes and 1 400 retweets.

Inspiring Others

Viola Davis (@violadavis) [shared](#) an inspirational pictorial tweet about owning the house she was raised in writing “The above is the house where I was born August 11, 1965. It is the birthplace of my story. Today on my 55th year of life....I own it....all of it.

“May you live long enough to know why you were born.” -Cherokee Birth Blessing.” The tweet received over 128 700 likes and 16 400 retweets.

Vicky Vee Jonas (@Vicky_Vee_J) shared the news of her new apartment [tweeting](#) “Just moved into my apartment... God is so good..” receiving over 17 000 likes and 937 retweets.

Meanwhile, Sne Khumalo (@SneKhumaloSA) [shared a story](#) about a receptionist that she worked with. After she helped the receptionist learn to use Excel, she found another job as an office manager. The two part tweet reads as follows

“My company is very ○

We hired a Black receptionist who had EXCEL on her CV. She didn't.

As one of the other 2 Black professionals in the office, she told me her problem.

Taught her EXCEL during lunch over a couple of weeks and she's a quick learner..

This was 2 yrs ago and she just called me to tell me she just found another job as an office manager.

I'm so proud of her.

In a hostile setting, and we all know the workplace can be horrible to Black people, it's very important that we have each other's backs.

We're all we got." The tweet received over 6 100 likes and 1 300 retweets, highlighting the importance of mutual support in the workplace.

Gender at the forefront

The story of the rape of a 9-year old girl on Women's Day was widely shared on Twitter for the day. It contained the image of a man that is alleged to be the rapist. Celebrities Cardi B and Missy Elliott also drove conversation about gender roles by tweeting about challenging norms.

Gender Based Violence

@iAmKara_Boo [tweeted](#) the image of a man that she claims raped her 9 year old niece on Women's day. The post has been retweeted more than 14 000 times with responders expressing their support for the Twitter account holder. Comments on the post expressed concern over the ordeal they must be going through. Replying to the post, @mjesto24 [commented](#) "You know if you have baby girl is SA, it does not matter their age, as a parent, you live in fear. That one day you might face such terrible and horrible things in life...this is unspeakable". A victim of rape as a child also [commented](#) to say "As someone who was gang raped at the age of 8, I'm very disgusted and triggered by this... When will ever get peace".

At 14:27, @tell_my_stories [tweeted](#) "The 3 men that Abducted, Raped and brutally assaulted [sic] me were sentenced to 26 years in prison today, in the Uppington Magistrates court, I thank God that everything I've [sic] been through, losing [sic] my job, losing [sic] my brother, and having no income to live, I thank God for life." The post was retweeted more than 700 times and it received close to 4 000 likes.

Challenging Stereotypes

Singer Cardi B. [tweeted](#) a sex positive message for women and has received more than 20 000 retweets and over 104 000 likes for her post. Some felt that she could have been more tasteful in her approach (and expressed as much in the comments).

Another celebrity [commented](#) “Women owning their sexuality shouldn’t be taboo. Funny how a man can rap or sing about a womans [sic] sexuality but when we talk/own it ourselves THEN people are “uncomfortable”.”

Famous hip hop artist @MissyElliott [explained](#) how she had always felt different. She went on to write about how she had to create her own lane to find out that there were other people that she could identify with. The post has been retweeted more than 3 000 times and it has received close to 19 000 likes.

At 15:51, @tnxbk [tweeted](#) “i’m OBSESSED with black women actively rejecting the “strong woman” narrative.” The post has been retweeted more than 3 200 times and it has received close to 11 000 likes. Commenting on the post, @queen_whits [said](#) “Girl we are tired of being associated with struggle... I need luxury to be a norm in my life... Honestly.”

Other Trends

Zodwa and Vusi

South African celebrity and dancer Zodwa Wabantu trended under the topics “Vusi,” “Love,” and “Things” in top topics by burst. Although the tweets are unclear, it appears that Zodwa Wabantu is going through a messy break up with ex-boyfriend Vusi. In a [video tweet](#) shared by Zodwa on 11 August at 17:42, she appears to be confronting Vusi’s new girlfriend and stating that “no one messes with her.” She tweeted “I’m at Vusi’s house found this Bitch, they made the video together. Uzonya!!! #zodwa #ZodwalsKing” receiving over 206 300 video views, 5 400 likes and 1 800 retweets.

The video tweet by Zodwa comes after an [earlier tweet](#) from Vusi stating, “Please note that Zodwa is going through a lot, I remain committed to helping her heal, as a friend. I have never used my twitter account prior to this, and decided to do so to encourage everyone to send love, compassion and light to Zodwa. Thanks Vusi.” The tweet was shared at 02:38 on 11 August and received over 11 300 likes and 2 100 retweets.

The breakup received a lot of social media attention as Twitter users mocked and ridiculed the situation. @TswanaGal [shared](#) a newsclip video remake of Zodwa stating that she will reward anyone who finds Vusi with R20 000. In the video, she calls Vusi a fraudster by writing “South Africans le byang Mara#ZodwaWabantu #ZodwaFindsVusi #VusiForPresident #Audi #R8 #vusi.” The video received 86 000 views, 2 400 likes and 705 retweets. @StaySafe [reshared](#) an old video clip of Zodwa Wabantu speaking about the struggles she was facing during the COVID-19 pandemic. The post included the caption “Mjolo turned zodwa into a Motivational speaker yoo. We need a documentary vusi, how you secured it #ZodwaWabantu

#ZodwafindsVusi audi.” The tweet received over 112 000 video views, 3 300 likes and 812 retweets.

Some Twitter users suggested that Vusi is a leader because he used Zodwa and her money for his own self interests. @AdvoBarryRoux [tweeted](#) “Leadership Vusi is out there enjoying himself” in a tweet that included pictures of Vusi with different women. The tweet received 5 600 likes and 679 retweets. @Cellular [shared](#) “The boy Vusi got the money and left Zodwa Wabantwana to spoil his dream girl... That's leadership right there!” This tweet commending Vusi’s actions received 2 900 likes and 265 retweets. Meanwhile, @Oscar_T_Hamese [shared](#) the video of Zodwa calling Vusi a fraudster and offering a reward of R20 000 for whoever finds him with a caption reading “Whoever Vusi is he is leadership. Scam Zodwa until ayeka ubufebe gents.” This tweet calling for men to scam Zodwa until she stops ‘playing’ men received over 177 800 video views, 4 900 likes and 1 900 retweets.

@oh_ngu [expressed](#) the belief that Zodwa is a predator who uses her wealth to prey on young men and called for Vusi to deal with Zodwa. The user wrote “Zodwa is mentioning sex and all those things she bought for that boy because that logic makes sense to her, she is a predator and preys on young boys using money to have the upper hand. Lamntana must go fetch another car for his mom, and set her straight actually.” The tweet received 1 800 likes and 656 retweets.

Kamala Harris

At 22:00 on 11 August, Joe Biden [announced](#) his running mate, senator Kamala Harris, for the 2020 presidential election in the United States. Two tweets trended in South Africa surrounding the announcement. American media outlet CNN [tweeted](#) the announcement, reaching 300 retweets and comments and 1,300 likes.

Former President Barack Obama [tweeted](#) his support, writing “I’ve known Senator @KamalaHarris for a long time. She is more than prepared for the job. She’s spent her career defending our Constitution and fighting for folks who need a fair shake. This is a good day for our country. Now let’s go win this thing.” His resounding support for the 2020 democratic ticket had received 100 000 comments and retweets and 400 000 likes at the time of writing.

Russian Vaccine

As news broke about the COVID-19 Russian vaccine, twitter user @SimeonV2 [asked the question](#) “Y’all taking a Russia produced COVID vaccine or nah?” The post was retweeted more than 300 times and one of the retweets went on to gain more traction than the original post.

@wholelottadej [retweeted](#) the above post and added a reference to football by writing “Golovin was doing 100m sprints in the 117th minute in the world cup. Im taking whatever they have”. This post was retweeted more than 18 000 times and it received close to 70 000 likes, trending within one of the top topics by volume for the day.

About CABC

The Centre for Analytics and Behavioural Change (CABC) is a non-profit organisation based at UCT's Graduate School of Business and incubated by the Allan Gray Centre for Values-Based Leadership. It was established to track and counter mis- and disinformation, fake news and divisive and polarising rhetoric that is promulgated online to undermine social cohesion, democratic integrity, and the stability of nation states.