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MEDIA MONITORING REPORT

20 JUNE TO 20 JULY

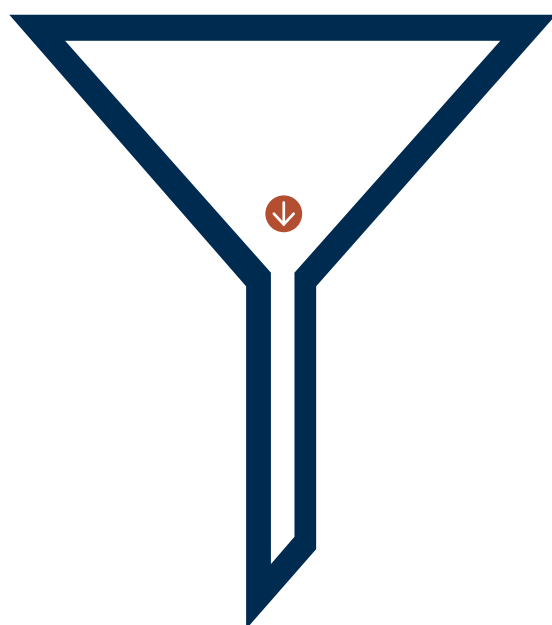


FROM HEADLINES TO HASHTAGS: TRACKING MEDIA COVERAGE OF NAMIBIA'S 2024 ELECTIONS

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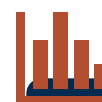
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ANALYSIS

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From Headlines to Hashtags: Tracking Media Coverage of Namibia's 2024 Elections

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List of Abbreviations

ADM:	Action Democratic Movement.
APP:	All People's Party.
AR:	Affirmative Repositioning.
BCP:	Body of Christ Party.
CDV:	Christian Democratic Voice Party.
CoD:	Congress of Democrats.
DPN:	Democratic Party of Namibia.
ECN:	Electoral Commission.
EFN:	Editors' Forum of Namibia.
IPC:	Independent Patriots For Change.
LGBTQ:	Lesbian, Gay, Bisexual, Transgender, and Queer.
LPM:	Landless People's Movement.
MAG:	Monitor Action Group.
NA:	National Assembly.
NBC:	Namibian Broadcasting Corporation.
NEFC:	National Empowerment Fighting Corruption.
NEFF:	Namibian Economic Freedom Fighters.
NPF:	National Patriotic Front of Namibia.
NUDO:	National Unity Democratic Organisation of Namibia.
PDM:	Popular Democratic Movement.
RDP:	Rally for Democracy and Progress.
RP:	Republican Party of Namibia.
SMEs:	Small and Medium-sized Enterprises.
SWAPO:	South West Africa People's Organisation.
UDF:	United Democratic Front of Namibia.
UDP:	United Democratic Front of Namibia.
UPM:	United People's Movement.
WRP:	Workers Revolutionary Party.

Executive Summary

The project, undertaken by the Media Ombudsman, Dr John Nakuta, aimed to assess how legacy and online media covered key issues during the election period and ensure adherence to ethical obligations in promoting a healthy democracy. The media is seen as playing a pivotal role in fostering democracy in Namibia and its freedom is guaranteed by the Constitution. The monitoring involved systematically observing, collecting, and analysing various forms of media content.

Key findings highlighted dominant themes in legacy and online media coverage, including Relationship to Society, Leadership Qualities, and Service Delivery. Regarding political party coverage, the ruling SWAPO Party received the overwhelming majority of attention, accounting for 869 statements and a substantial 41% of total media coverage, indicating its dominant presence. Opposition parties collectively shared 59% of the coverage. Much of the coverage of opposition parties was dedicated to internal issues or deregistration, leading to low and often negative portrayals for parties like NEFF (64% negative) and RDP (34% negative). In contrast, SWAPO's coverage was predominantly positive (40%) and neutral (57%), while the newly registered AR enjoyed the highest positive coverage (71%). State-owned media accounted for 56% of SWAPO's coverage, while NEFF coverage was dominated by private media (86%), and LPM coverage heavily relied on state-owned media (96%).

Coverage of Special Interest Groups showed Women's Empowerment and Gender Equality as the most covered topics concerning women, generally receiving positive portrayals. Coverage of the LGBTQ community was low overall, focusing on the community's relationship with other entities and opposition to same-sex marriage/legalisation. Sentiment analysis in media coverage showed a impossible bias against LGBTQ rights, with positive ratings given to viewpoints opposing recognition.

Monitoring of social media, particularly X (formerly Twitter), revealed a dramatic increase in online discussion volume and the number of unique authors discussing both political parties and LGBTQ issues in the later period (20 June to 20 July). This surge in LGBTQ discourse was notably linked to the High Court ruling on sodomy laws being unconstitutional. Analysis of emojis indicated heightened emotional engagement, with negative emotions like disgust and sadness being prominent in discussions related to both political parties and LGBTQ topics. Hashtags such as #womeninpoliticsforum and #namibia were influential. Gender demographics on X (Twitter) showed a significant male dominance among authors discussing political parties (66% male) and LGBTQ issues (73% male).

1 Introduction

In Namibia, the media plays a pivotal role in fostering a vibrant democracy by keeping the public informed and engaged. This responsibility is enshrined in the Namibian Constitution, which not only encourages active citizen participation but also guarantees media freedom as a fundamental right. Given the importance of the media in shaping public discourse, Namibian journalists are bound by a Code of Ethics that ensures that they adhere to international standards of accuracy, fairness, independence, and respect for privacy, thereby upholding the integrity of the profession.

To maintain these high standards and provide a mechanism for accountability, the Editors' Forum of Namibia (EFN) instituted the office of the Media Ombudsman, along with a Media Complaints Committee and an Appeals Committee. This self-regulatory system allows the Namibian media to be judged by their peers, ensuring that complaints are handled efficiently and with authority, without the need for lengthy and costly court proceedings.

Aligned with its mandate to promote responsible journalism and protect the public's right to accurate and fair information, the Media Ombudsman, Dr John Nakuta undertook a comprehensive media monitoring project focused on the 2024 National Assembly and Presidential elections. This project served as a critical tool in assessing how both legacy and online media covered key issues during the election period. By analysing the content disseminated through various media platforms, the project aimed at ensuring that the media adhered to its ethical obligations of providing the public with reliable and unbiased information necessary for informed participation in the democratic process.

The media monitoring project not only supported the Media Ombudsman's mission to uphold journalistic standards but also contributed to the broader goal of sustaining a healthy democracy in Namibia. Through this initiative, the Media Ombudsman sought to ensure that the media remained a trustworthy pillar of the electoral process, offering a clear, accurate, and fair representation of the events and issues that would shape the future of the nation.

2 The Importance of Media Monitoring During Elections

Impartial and comprehensive media analysis is essential for promoting transparency, accountability, and fairness in the electoral process. By critically examining media content and identifying biases, misinformation, and disinformation, stakeholders can safeguard the integrity of elections, combat electoral manipulation, and ensure that voters have access to accurate and relevant information to make informed choices. Through systematic media monitoring, stakeholders can promote a more transparent, inclusive, and democratic electoral process, thereby strengthening public trust and confidence in democratic institutions and values.

In today's digital age, where information flows freely across various media platforms, it is essential to examine the narratives, framing, and dissemination of electoral information to uphold democratic principles and safeguard the integrity of elections. Through thorough media monitoring and analysis, stakeholders can gain valuable insights into how electoral events and issues are portrayed, interpreted, and disseminated to the public.

One of the primary reasons for conducting impartial and comprehensive media analysis during elections is to identify and mitigate biases that may influence public perceptions and electoral outcomes. Media outlets, intentionally or unintentionally, may exhibit biases in their coverage of elections, favouring certain political parties, candidates, or viewpoints. By examining media content, researchers can uncover subtle biases in framing, language, and selection of sources, enabling stakeholders to address discrepancies and promote fair and balanced coverage of electoral issues.

3 The Methodology

Media monitoring is a systematic process of observing, collecting, and analysing various forms of media content to gain insights into prevailing narratives, trends, and perspectives within the media landscape. It encompasses a broad range of media sources, including traditional outlets such as newspapers, television, and radio, and digital platforms like social media, news websites, and online forums. The primary objective of media monitoring is to provide stakeholders with a comprehensive understanding of how information is disseminated and interpreted across different channels, thereby informing decision-making processes, shaping public opinion, and influencing policy outcomes.

Implementation of content analysis involves several key steps, including data collection, coding, and analysis. Researchers collect a representative sample of media content relevant to the research objectives, using a combination of sampling techniques to ensure diversity and representativeness. They then systematically code the selected media artefacts according to the predefined coding scheme, recording relevant information and attributes for each unit of analysis. Finally, researchers analyse the coded data to identify patterns, trends, and relationships, using statistical techniques, qualitative interpretation, or a combination of both approaches to draw meaningful conclusions and insights from the media content.

4 Key Definitions

Emoji: In the context of monitoring and analysing online media, an emoji is a small digital icon or graphic used to express emotions, ideas, or concepts in online communication. Emojis are commonly used in social media posts, comments, messages, and other forms of digital communication to convey sentiments quickly and visually. They can range from simple facial expressions, such as smiling or frowning faces, to more complex images representing objects, activities, or symbols.

Monitoring emojis provides valuable insights into the emotional tone and sentiment of online conversations. By analysing the types and frequencies of emojis used in relation to specific topics, brands, or events, researchers can gauge public sentiment, mood, and reactions. For example, a prevalence of positive emojis (like smiling faces or thumbs-ups) might indicate favourable public opinion, while negative emojis (such as angry faces or thumbs-downs) could suggest dissatisfaction or criticism. Additionally, certain emojis may be used in specific contexts or communities, providing insights into cultural or social trends.

Hashtags (#): In the context of monitoring online media, a hashtag is a word or phrase preceded by the pound or hash symbol (#). It is used on social media platforms to categorise content and make it easily searchable. Hashtags help group posts or discussions under a specific topic, theme, or event, allowing users to find and participate in conversations relevant to their interests.

Monitoring hashtags in online media provides valuable insights into the popularity and trends of specific topics, the level of audience engagement, and the overall sentiment around a discussion. By tracking hashtags, organisations can identify key influencers and communities, understand geographical trends, and gauge the effectiveness of campaigns. Hashtags also allow real-time event tracking, enabling immediate feedback and engagement. In essence, hashtags are a powerful tool to analyse and understand the dynamics of online conversations and public interest.

Impression: An impression refers to the number of times a piece of content, such as an advertisement, article, or social media post, is displayed or viewed on a user's screen. Each time the content appears on a user's device, it counts as one impression, regardless of whether the user interacts with it (e.g., clicks, likes, or shares). Impressions are a key metric in digital marketing and media analysis as they help measure the potential reach and visibility of the content. High impression numbers indicate that the content has been widely shown to audiences, although it does not necessarily mean that the audience is engaged with the content.

Mention: A mention refers to any instance where a specific keyword, phrase, brand, person, or topic is referenced or discussed across digital platforms. This can include social media posts, blogs, news articles, forums, or any other online content. Mentions are tracked to assess the volume of discussion and the context in which the subject is being talked about.

Statement: A statement is a discrete unit of information, opinion, or commentary presented within a media piece. It typically consists of a complete sentence or a brief segment of text or speech that conveys a specific idea, claim, or viewpoint. Statements are used as the basic elements of analysis, allowing researchers to quantify and assess the frequency, tone, and context in which particular topics, issues, or opinions are expressed within a given media outlet or across multiple outlets.

Unique Author: In the context of online media monitoring and analysis, "unique authors" refers to the distinct individuals or entities who create or publish content that includes mention of a specific topic, brand, or keyword. Each unique author is counted only once, regardless of how many times they have mentioned the topic in their content. Tracking unique authors helps measure the breadth of conversation and the diversity of voices contributing to the discussion. This metric is important for understanding the reach and influence of content across different platforms and identifying key influencers and contributors in a particular online conversation.

5 Key Issues Shaping Media Coverage

During the period under review, several key issues emerged that significantly influenced media coverage of the political landscape.

Political Parties Deregistration and Registration: The Electoral Commission's decision to deregister three political parties – the Namibian Economic Freedom Fighters (NEFF), Christian Democratic Voice Party (CDV), and Democratic Party of Namibia (DPN), and approve the registration of the Action Democratic Movement (ADM) and the Affirmative Repositioning (AR) movement as a political party was a major focus. These developments were indicative of significant changes within the Namibian political sphere, marking a shift in the 2024 elections and reflecting the evolving dynamics of the country's political landscape.

Rise of the AR: Led by Job Amupanda, the AR looked to position itself as a key player targeting the youth vote. This strategic focus on younger voters signalled a potential shift towards a more youth-oriented agenda in Namibian politics, which could reshape the political landscape in the elections.

Challenges Faced by NEFF: The deregistration led to legal challenges and demands for reinstatement, highlighting the party's determination to contest the decision. NEFF's response, including legal actions, underscored its commitment to participate in the electoral process despite the setbacks and its significant role in the political discourse.

LGBTQ Landmark Legal Victory: In a historic ruling, Namibia's High Court declared two colonial-era laws criminalising same-sex acts between men unconstitutional. This landmark legal victory for the LGBTQ community was a major step towards equality and justice in Namibia, aligning the country with international human rights standards and marking a significant moment in its legal and social history.

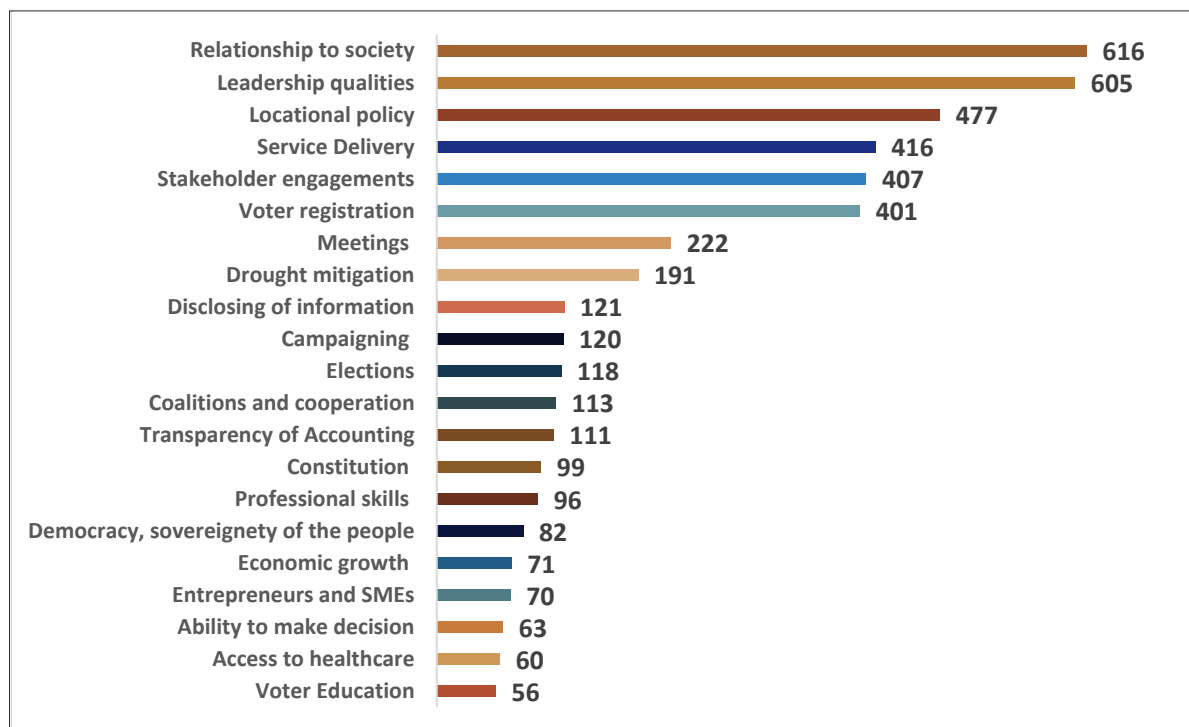
6 Election Coverage

The breakdown of media coverage on political themes in Figure 1 provided a detailed view of the topics that captured significant attention from 20 June to 20 July 2024. Relationship to Society was the most prominent theme, with 616 statements indicating a strong focus on how political actions and policies influence societal dynamics. This theme's prominence suggested that the media and public were particularly concerned with the broader social impact of political decisions, highlighting the importance of this issue in the current political discourse.

Leadership Qualities (605 statements) was the second most covered topic, reflecting the media's focus on political leaders' capabilities and strategies as crucial factors influencing voter decisions. Other themes, such as Locational Policy (477 statements), Meetings (222 statements), and Transparency of Accounting (111 statements), indicated a broad interest in governance practices and the mechanisms of political accountability. Drought Mitigation (191 statements) further highlighted concerns about environmental issues such as the current drought and its impact on national stability and development.

There was also significant coverage of Service Delivery (416 statements), emphasising the critical role of public services in the political landscape. The extensive coverage of service delivery reflected its central importance in evaluating the performance of political entities, particularly in how effectively they met the needs of the population. Stakeholder Engagements also received substantial attention, with 407 statements pointing to the importance of inclusive decision-making processes and the involvement of various societal groups in shaping policy.

Figure 1: Election Coverage – Statements received



Election-specific themes were well-represented, with Voter Registration garnering 401 statements, highlighting the significance of electoral logistics and the importance of ensuring that all eligible citizens were able to participate in the democratic process.

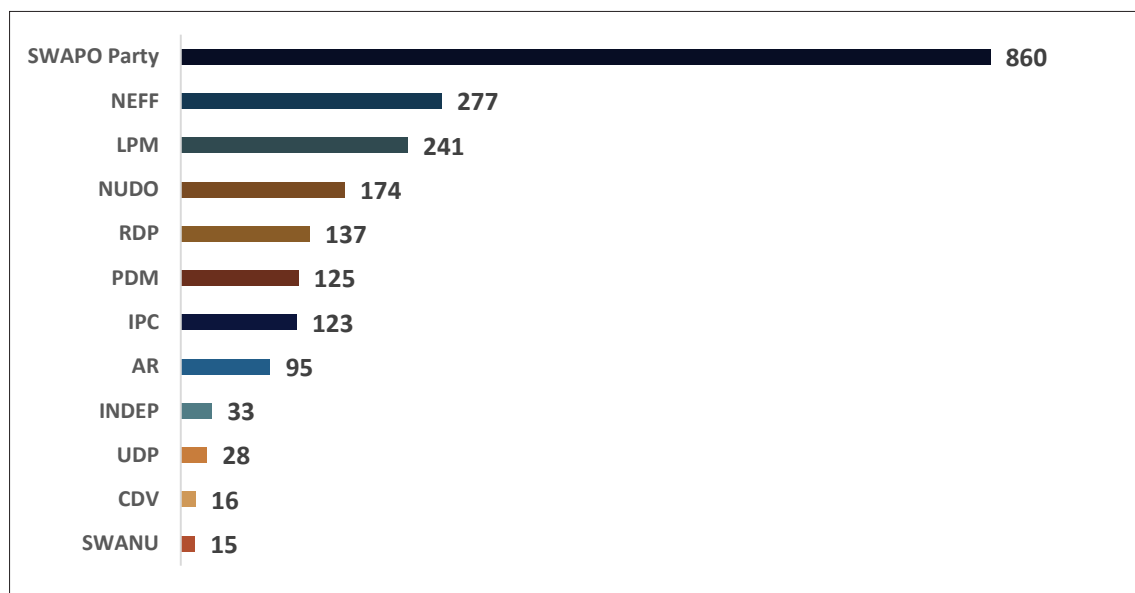
Lesser-covered topics included Entrepreneurs and SMEs (70 statements), Access to Healthcare (60 statements), and Voter Education (56 statements), which, while important, received less media focus compared to the more dominant themes. Though receiving fewer statements, these topics still represented crucial aspects of the political conversation, particularly in economic empowerment, public health, and educating the electorate.

7 Party Coverage

7.1 Volume of Coverage by Party

Figure 2 shows that the SWAPO Party received the overwhelming majority of coverage, with 869 statements indicating its dominant presence in the media landscape. This extensive coverage underscored the party's central role and possibly its influence in the political discourse leading up to the elections.

Figure 2: Volume of Coverage by Party - Statements Received



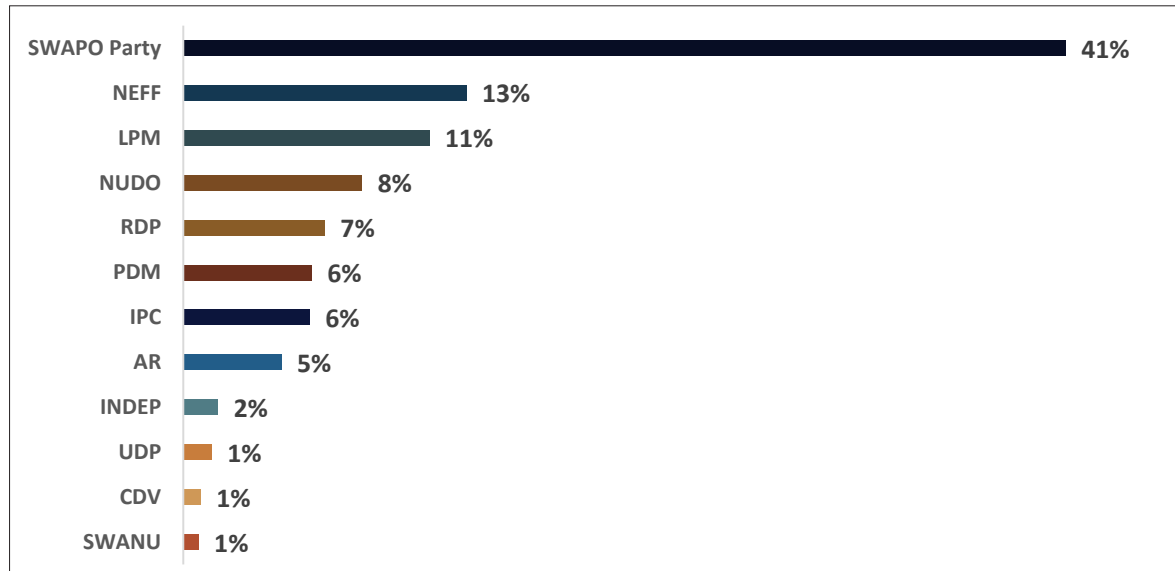
In contrast, the NEFF received a total of 277 statements, making it the second most covered entity but with considerably less coverage than SWAPO. The LPM followed closely with 241 statements, whilst other smaller parties, such as NUDO and RDP, received 174 and 137 statements, respectively. These figures indicated a moderate level of media engagement. The two largest opposition parties, PDM and the IPC garnered 128 and 123 statements respectively, much lower than the smaller parties (LPM and NEFF), whose coverage was driven by internal controversies and breakaways.

The much small parties like AR, UDP, CDV and SWANU received minimal coverage. This limited attention might have affected their visibility and perceived viability among the electorate and pointed to challenges in gaining traction and influencing the broader political conversation.

7.2 Share of Coverage by Party

The analysis of media coverage expressed as a percentage highlighted a significant imbalance between the ruling SWAPO Party and the opposition parties in the 2024 presidential and national assembly elections. The SWAPO Party commanded a substantial 41% of the total media coverage, more than three times that of its closest competitor, the NEFF, which received 13% (Figure 3).

Figure 3: Share of Coverage by Party (%)



This disparity suggests a dominant media presence for the SWAPO Party, likely reflecting its influential position in the political landscape. In contrast, opposition parties collectively shared 59% of the coverage. Among them, LPM with 11%, NUDO with 8%, and RDP with 7%. These percentages indicate a significant but comparatively smaller media footprint compared to SWAPO.

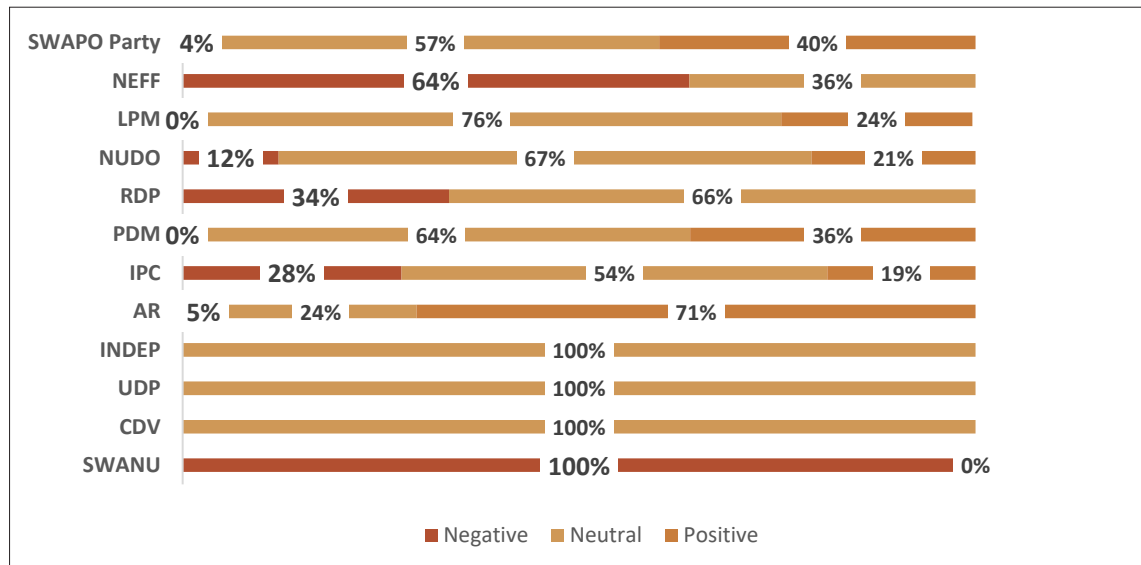
Numerically, larger opposition parties like the PDM and the IPC held 6% of the media share, while the newly registered AR captured 5%. Minor parties such as UDP, CoD, and SWANU each accounted for only 1% of the coverage.

The relationship between the ruling party's coverage and that of the opposition revealed a skewed media landscape, heavily favouring the SWAPO Party. At that early pre-election stage, none of the parties seemed to be building a coherent, consistent media profile. Much of the coverage of opposition parties was dedicated to either internal strife and disagreement or expulsion from the elections for failure to meet legal requirements. This low and negative coverage of opposition parties meant that the ruling party's dominance in media visibility would significantly influence public perception and the electoral process, potentially reinforcing its position while limiting the exposure and impact of opposition voices. The concentration of media coverage on SWAPO underscored the challenges opposition parties face in gaining equal representation and engaging effectively with the electorate through the media.

7.3 Ratings by Party

The media coverage ratings revealed a landscape in which the ruling SWAPO Party enjoyed a predominantly positive and neutral portrayal, significantly outshining its competitors. In contrast, opposition parties like NEFF and RDP faced substantial negative coverage, while some parties, such as LPM, PDM, and AR, benefitted from neutral to positive portrayals (Figure 4). However, it was important to understand the impact of the ratings together with the volume of coverage received. For example, SWANU received all negative ratings, but given that the party only received 15 statements, the impact of negative ratings was likely to be minimal. Therefore, the data in Figure 4 should be read in combination with the data in Figure 2 and Figure 3.

Figure 4: Ratings by Party (%)



The SWAPO Party, which enjoyed the most extensive media coverage (Figure 2 and Figure 3), also benefitted from a predominantly positive portrayal (Figure 3). The data showed that 40% of the coverage was positive, 57% neutral, and only 4% negative. This favourable media presence likely contributed to maintaining its strong political standing, reinforcing its media influence.

Despite being the second most covered party, the NEFF faced a significantly different media portrayal. With 64% of its coverage negative, the party's image was largely tarnished by unfavourable reports on its deregistration by the ECN resulting from its failure to submit financial reports.

The LPM enjoyed a relatively positive media representation, with 24% of its coverage being positive and 76% neutral. Notably, it had no negative coverage, suggesting a generally favourable or at least impartial media stance towards the party. This balanced and slightly positive portrayal would probably help LPM consolidate its position as a credible alternative in the political landscape.

NUDO received mixed coverage, with 21% positive, 67% neutral, and 12% negative. This distribution indicated a moderately favourable media portrayal, though the significant neutral coverage suggested a balanced but not overwhelmingly supportive media stance.

RDP faced challenges with its media representation, where 34% of the coverage was negative, and no positive coverage was reported. The remaining 66% was neutral, indicating that while the party was not actively promoted, it faced substantial criticism that could hinder its public image and electoral chances.

PDM enjoyed largely neutral (64%) and positive (36%) media portrayal, with no negative coverage. This favourable distribution suggested that the party was well-regarded and received supportive media attention, potentially aiding its appeal to the electorate.

IPC had a mixed media portrayal, with 28% negative, 54% neutral, and 19% positive coverage. This suggested that while the party faced some criticism, it also had a fair amount of neutral and supportive media attention, reflecting a balanced but slightly challenging media environment.

The smaller parties, such as SWANU, CDV, UDP, and the Independent Candidates, all had unique coverage patterns:

- SWANU received exclusively negative coverage (100%), highlighting severe media bias against it.
- CDV, UDP, and Independent Candidates were portrayed neutrally (100%), suggesting minimal media engagement without significant bias or support.

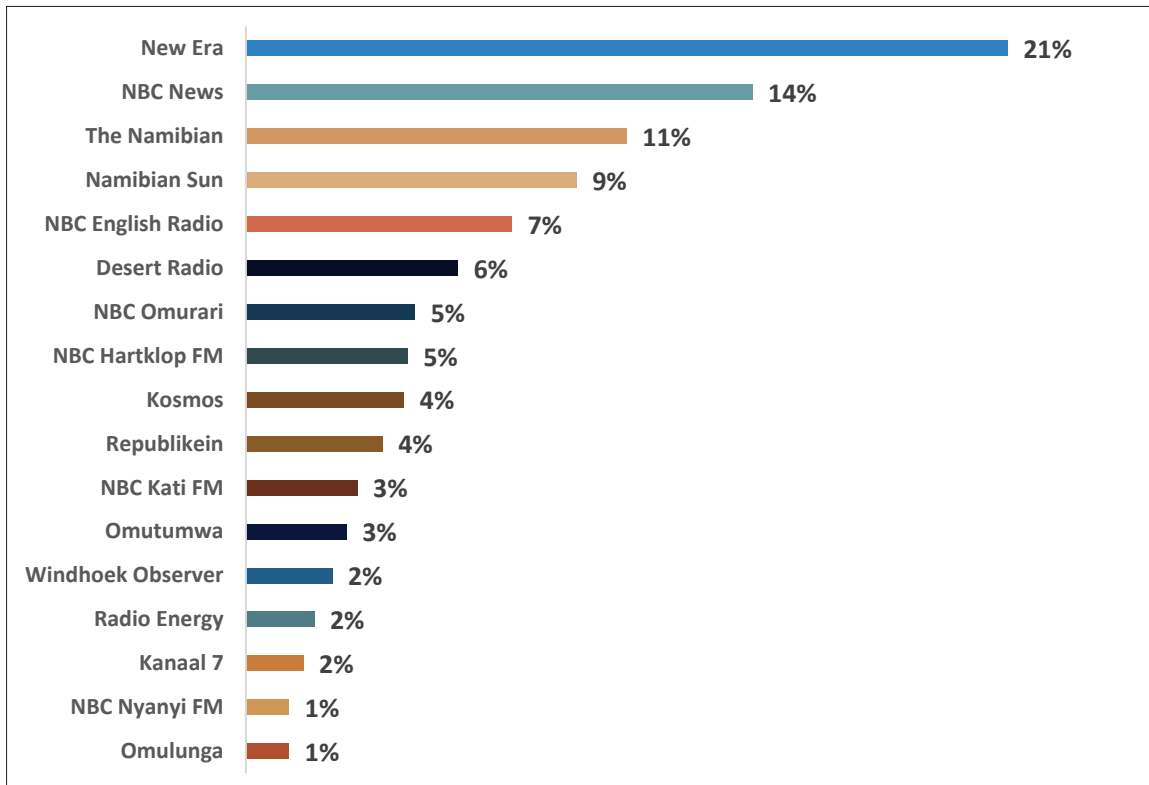
AR stood out with the highest percentage of positive coverage at 71%, coupled with 24% neutral and only 5% negative coverage. This overwhelmingly positive media portrayal could significantly boost the party's image, making it a favourable choice for voters.

8 Top Three Individual Parties

8.1 SWAPO Party of Namibia

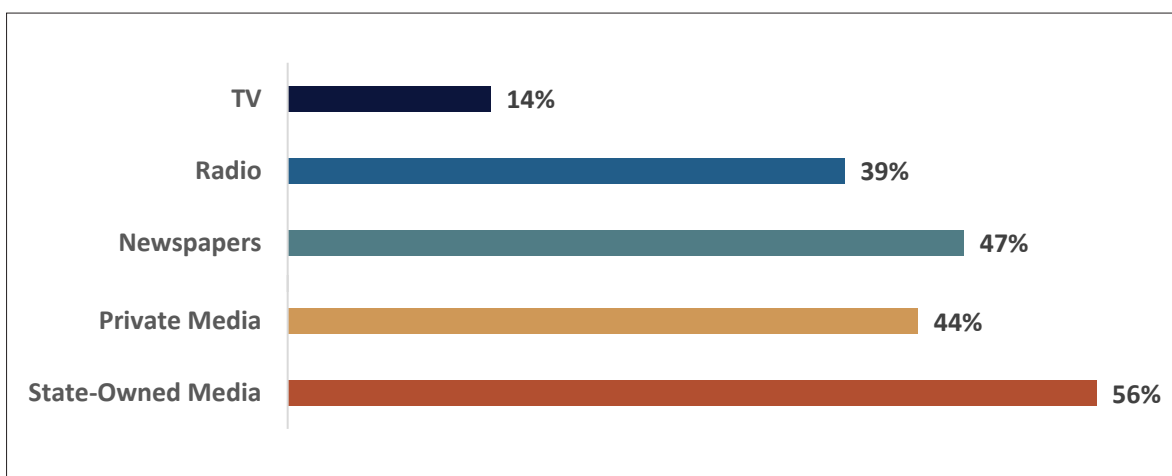
A closer look at the individual media outlets (Figure 5) reveals further insights into the volume of coverage provided to the SWAPO Party. *New Era* was the leading outlet, dedicating 21% of its coverage to SWAPO, followed by NBC News at 14%. This substantial focus from *New Era* and NBC News underscored their roles as major platforms for political discourse, likely contributing to SWAPO's visibility and influence. The *Namibian* provided 11% of the coverage, indicating its significant but comparatively lower emphasis on the ruling party. Other notable contributors included the *Namibian Sun* at 9% and NBC English Radio at 7%, both of which played important roles in ensuring the party's activities were well-documented and broadcast. Desert Radio (6%) and NBC Hartklop FM and NBC Omurari (5% each) also contributed to the party's media presence, albeit to a lesser extent. The remaining outlets, such as *Republikein*, *Kosmos*, and various NBC radio stations, offered smaller but consistent coverage ranging from 2% to 4%. This detailed breakdown highlighted how different media outlets contributed variably to the overall media landscape, shaping public perception and the political narrative leading up to the elections.

Figure 5: SWAPO Coverage by Media House



State-owned media accounted for 56% of the ruling party's total coverage (See Figure 6). This dominance suggested a possible alignment or emphasis on promoting the government's agenda, given that state-owned media often reflects official perspectives. In contrast, private media provided 44% of the coverage, indicating a considerable but relatively lesser focus on SWAPO than state-owned counterparts. This balance between state-owned and private media ensured a degree of diversity in reporting, although the tilt towards state-owned media underscored the substantial influence of government-affiliated outlets.

Figure 6: SWAPO Coverage by Media Type



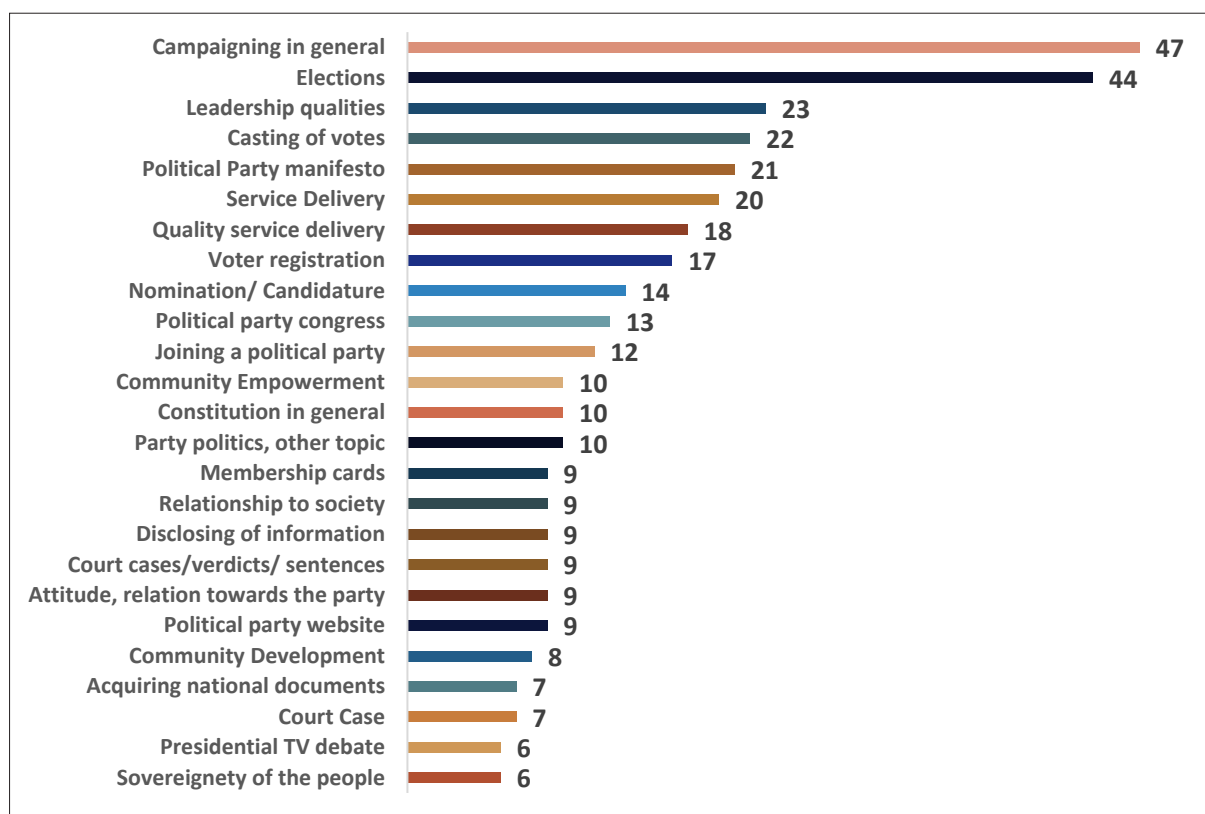
The analysis of the issues associated with SWAPO Party's media coverage in the 2024 national and presidential elections revealed a strong focus on the party's campaign activities, leadership qualities, and overall political actions (Figure 7). Campaigning in General led with 47 statements, highlighting the extensive media attention on SWAPO's efforts to engage with voters and shape the electoral narrative. Closely following were Leadership Qualities with 44 statements, indicating significant media interest in evaluating the party's leadership, which is crucial for influencing voter confidence. Political Party Activities, with 39 statements, further underscored the media's emphasis on the party's broader operations beyond the campaign, reflecting how SWAPO's actions and strategies are pivotal in the ongoing political discourse.

Other notable issues such as Quality Service Delivery and Nomination/Candidates also received considerable attention, with 29 and 28 statements respectively, showing the importance of governance and candidate selection in the media's portrayal of the party.

In contrast, topics such as Joining a Political Party and Consultations and Dialogue received moderate attention, with 21 and 20 statements suggesting these aspects were relevant but not central to the current media focus. Issues like Membership Cards and Disclosure of Information were covered even less, with 12 and 10 statements indicating a relatively lower priority in the media narrative. At the lower end, topics such as Attitude, Motivation towards the Party, Community Development, Court Cases, and Sovereignty of the People garnered minimal coverage, with only eight to nine statements each. This limited focus suggested that these issues, while still part of the discourse, were not as prominent in shaping the public's perception of SWAPO during this election cycle.

Overall, the media's coverage of SWAPO appeared to prioritise campaign dynamics, leadership evaluation, and party activities.

Figure 7: SWAPO Party Issue Coverage (Statements)

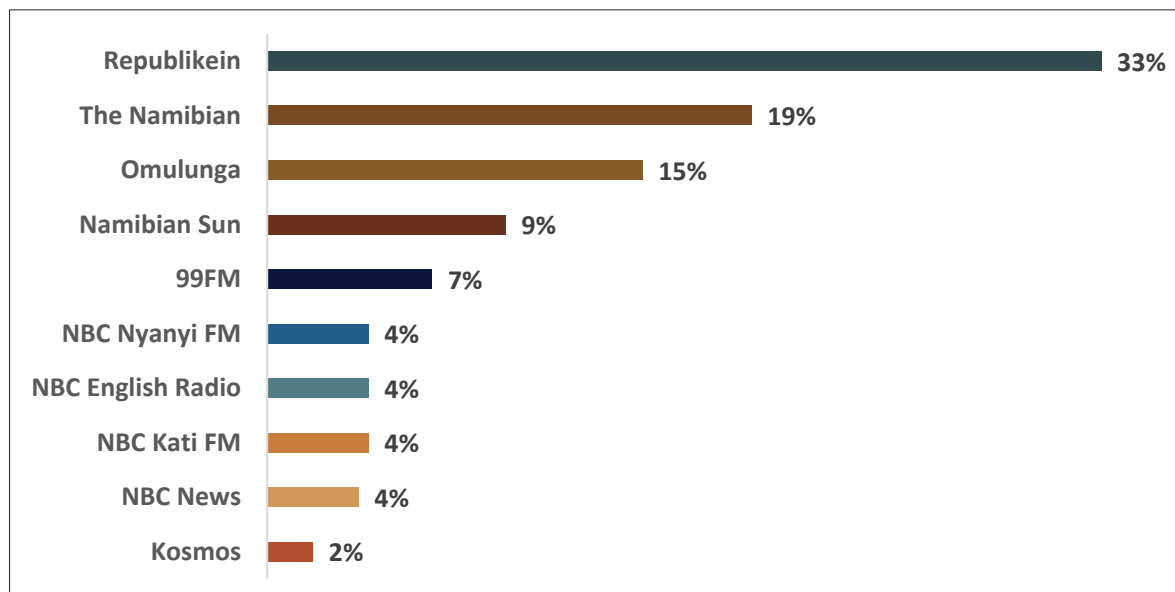


8.2 Namibia Economic Freedom Fighters (NEFF)

The ECN's deregistration of the NEFF dominated the party's coverage. Graph 8 details the NEFF coverage by media houses and shows that *Republikein* led with a substantial 33% of the total coverage, indicating this media outlet's strong focus on this issue.

The *Namibian* followed with 19% of the coverage, marking it as another key outlet providing considerable attention to NEFF. Omulunga contributed 15% of the coverage, indicating a focused but less dominant role in NEFF's media representation. The *Namibian Sun* added 8% to the coverage.

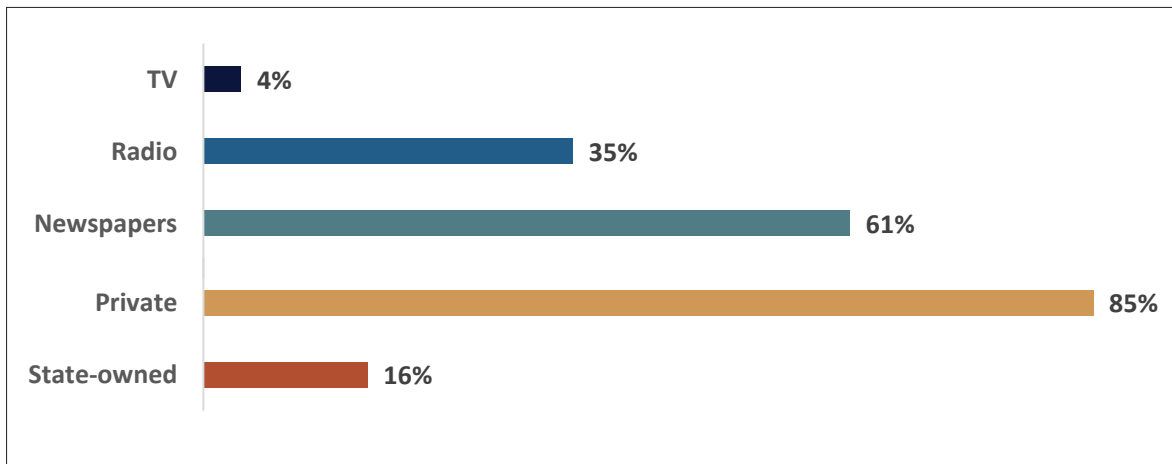
Figure 8: NEFF Coverage by Media House (%)



Several other media outlets, including 99 FM (7%), NBC Nyanyi FM, NBC English Radio, NBC Kati FM, NBC News (all 4%), and Kosmos (2%), provided minimal coverage. The relatively low percentages from these outlets suggested that NEFF was not their primary focus. The distribution highlighted how NEFF's media presence was concentrated among a few outlets, particularly *Republikein* and *The Namibian*, while other media houses provide only limited attention to the party.

The analysis of NEFF's media coverage by media type (Figure 9) revealed significant coverage by newspapers and private media outlets. Newspapers accounted for the majority of the coverage at 61%. Radio was the second most significant medium, contributing 35% of the coverage. Television coverage of NEFF was minimal, accounting for only 4% of the total. NEFF's deregistration was not a priority for TV outlets. Finally, the split between private and state-owned media showed that private outlets dominated NEFF's coverage, making up 86% compared to only 14% from state-owned media.

Figure 9: NEFF Coverage by Media Type (%)

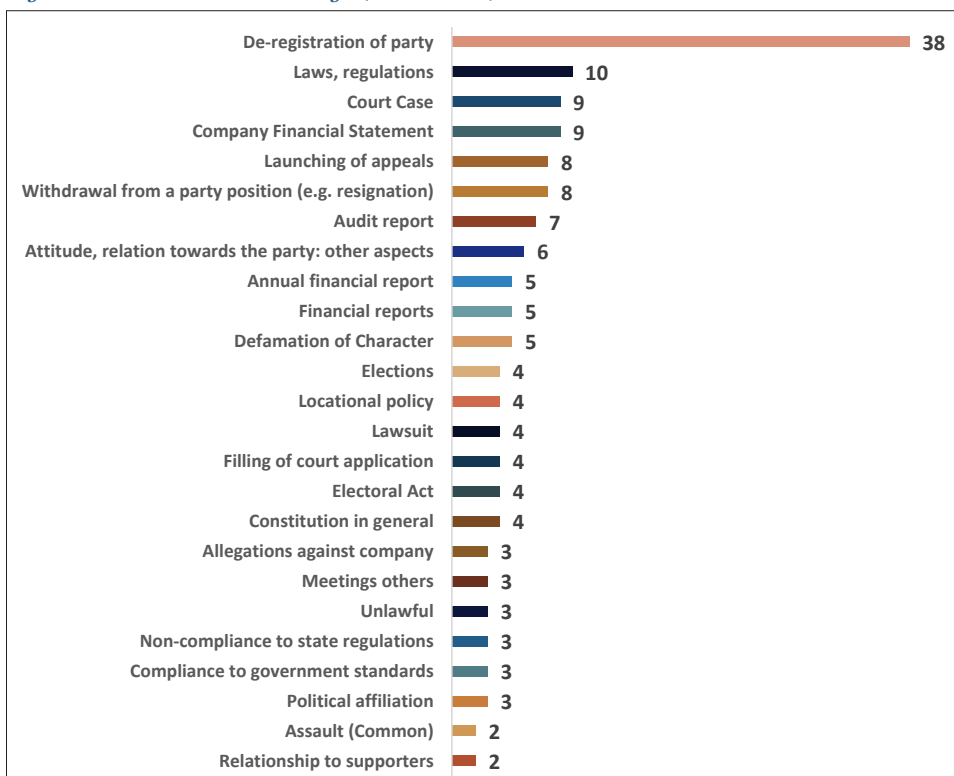


The most prominent issue was the party's de-registration, accounting for 34 statements (Figure 10). This high frequency suggested that the media heavily concentrated on the challenges or controversies surrounding NEFF's legal status and potential threats to its official recognition as a political entity. The significant attention to this issue indicated its central role in shaping public discourse about the party and its future in the Namibian political landscape.

Other notable issues included Laws and Regulations (19 statements) and Court Cases (9 statements), both of which highlight the legal and regulatory challenges facing NEFF. The focus on laws and court cases suggested the party's activities and strategies were under substantial legal scrutiny, which could influence its public image and electoral prospects.

The coverage of Company Finances/Statements and Launching of Projects (each with 8 statements) indicated an interest in NEFF's financial transparency and reflected the media's attention to the party's financial management, ultimately leading to the party's deregistration.

Figure 10: NEFF Issue Coverage (Statements)



8.3 Landless People's Movement (LPM)

Figure 11 depicts various media houses' coverage of the LPM. It revealed a clear concentration of attention among a few key outlets. New Era led the coverage with 32% of the total, indicating that this state-owned newspaper was a significant platform for LPM's media presence. The high percentage of coverage from the *New Era* suggested a strong interest in the party's activities, possibly reflecting the newspaper's role in providing extensive political reporting on various parties, including LPM.

NBC News followed closely, with 28% of the coverage. As the national broadcaster, NBC News plays an important role in shaping Namibia's political narrative. Its substantial focus on LPM highlighted the party's importance in the national political landscape, ensuring that LPM's activities, policies, and campaign efforts reached a broad audience.

NBC English Radio and Good Morning Namibia each contributed 12% to the coverage. Radio, being a widely accessible medium, ensured that LPM's messages were broadcast to a diverse audience, while Good Morning Namibia, a popular TV show, further extended the party's coverage through television.

Other media platforms, such as NBC Hartklop FM (5%), NBC Omurari (4%), Kosmos (4%), and NBC Kati FM (3%), provide minimal coverage. While these outlets contributed to LPM's overall media presence, they played a lesser role compared to the leading outlets like New Era and NBC News. The lower percentages from these outlets suggested that LPM was not their primary focus.

Figure 11: LPM Coverage by Media House (%)

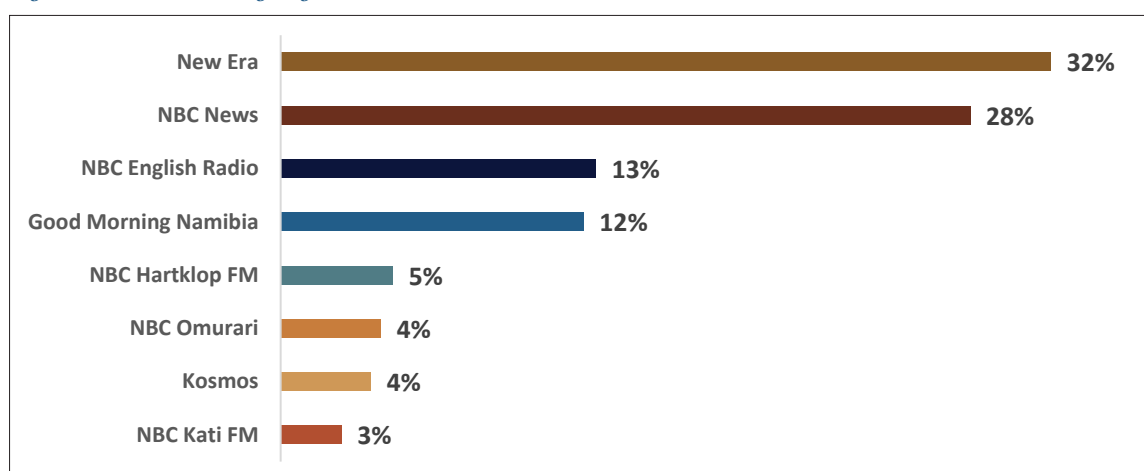
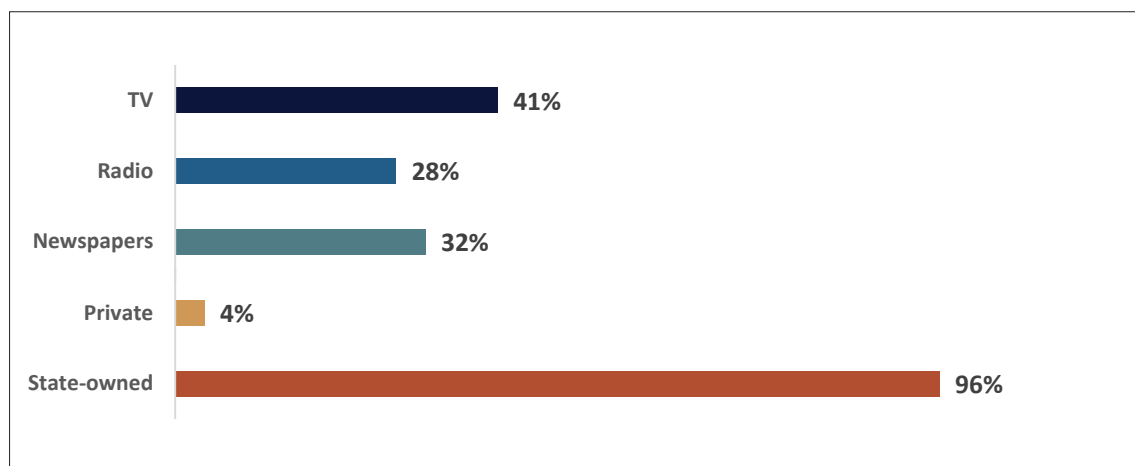


Figure 12 shows the breakdown of the LPM's media coverage by type, revealing a strong dominance of state-owned media, with a significant 96% of the coverage coming from these outlets. This overwhelming percentage indicated that the LPM's visibility and media presence largely depended on state-owned platforms.

Regarding specific media types, Television led with 41% of the coverage. Newspapers accounted for 32% of the coverage. The substantial print coverage indicated that newspapers remained a vital source of political news, covering this opposition party's actions and policies. Radio followed with 23% of the coverage, reflecting its continued importance in reaching audiences, particularly in regions where radio is a primary source of news and information.

Figure 12: LPM Coverage by Media Type (%)



The lower coverage from Private Media at just 4% suggests that private outlets were not a major platform for LPM this time round. The low engagement from private media might have been a strategic challenge for LPM, as it could affect the diversity of perspectives, and the breadth of audience reach.

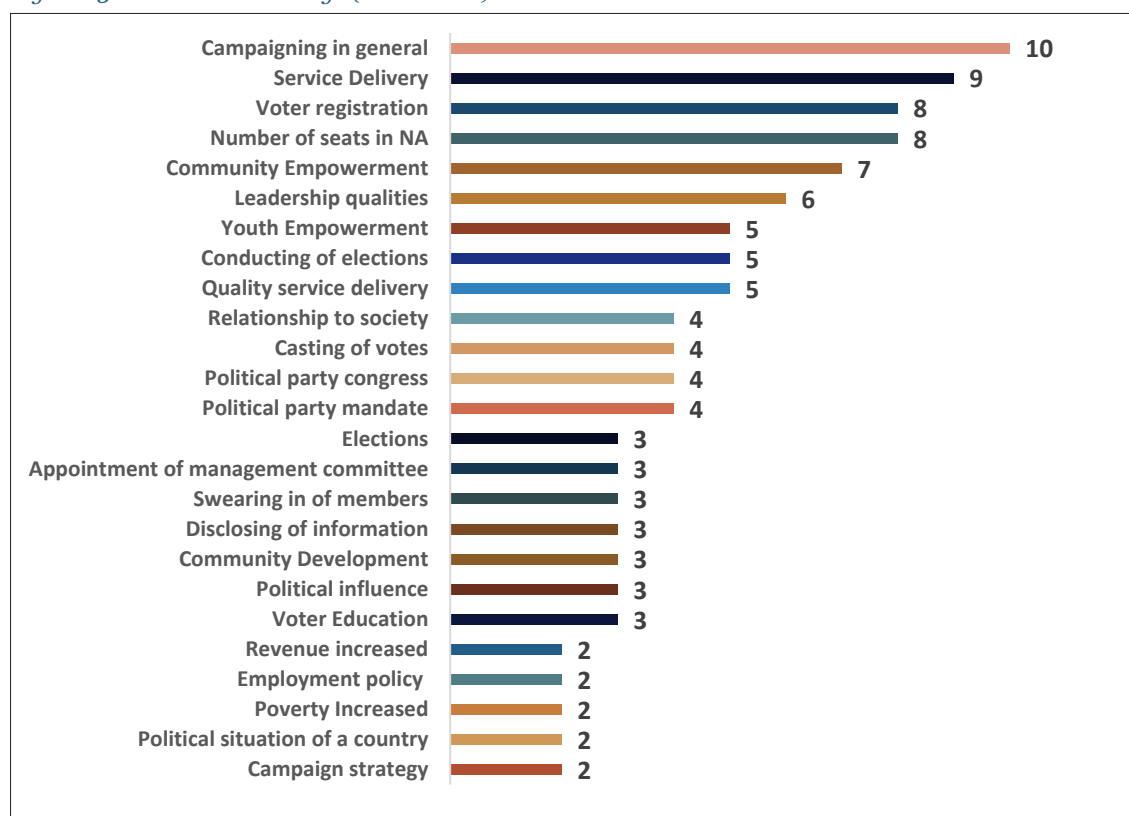
Figure 13 deals with issues associated with LPM's coverage. Campaigning in general emerged as the most covered issue, with 10 statements indicating that the media had focused primarily on the general strategies and efforts of LPM's campaign.

Service Delivery followed closely with 9 statements, reflecting how LPM was perceived in addressing public services. This focus on service delivery indicated that the party's ability to meet the population's needs was a key issue in its media portrayal. Similarly, Voter Registration and the Number of Seats in the National Assembly (NA), both with 8 statements, suggested that logistical aspects of the election and the potential loss of political power, as a result of MP Henny Seibeb's resignation from the party, were also significant discussion topics.

Leadership Qualities (6 statements), Youth Empowerment (5 statements), and Conducting of Elections (5 statements) were moderately covered, pointing to a balanced interest in the party's leadership capabilities, their appeal to younger voters, and their role in ensuring a fair election process. Issues like Political Party Mandate and Casting of Votes (each with 4 statements) received less attention but still represented important facets of the political discourse, particularly regarding the party's objectives and the integrity of the voting process.

Less frequently covered topics included Campaign Strategy, Political Situation of the Country, and Poverty Increase (with 2 statements each). While important, these issues received minimal focus compared to other topics, possibly indicating that they were less central to LPM's current media narrative or were overshadowed by more immediate concerns like service delivery and voter engagement.

Figure 13: LPM Issue Coverage (Statements)



9 Special Interest Groups

9.1 Women and Gender

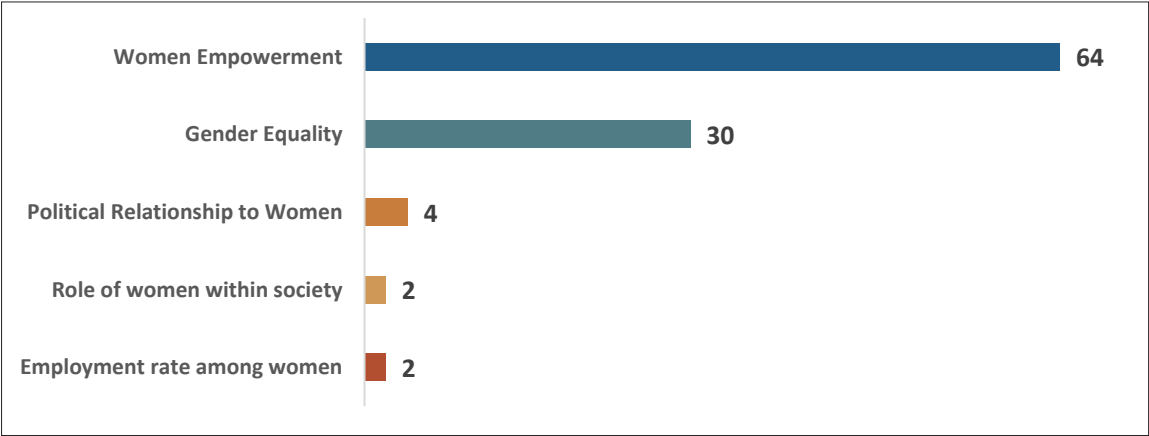
The data presented in Figure 14 on issues concerning women and gender coverage provides insight into the media's focus on topics related to women's roles and gender equality. Women's Empowerment emerged as the most covered topic, with 64 statements. This significant focus on women's empowerment indicated that the media was actively engaged in discussing the efforts and initiatives aimed at enhancing the status and power of women in various spheres of society. The prominence of this topic suggested a public and media interest in promoting gender equality and supporting women's advancement.

Gender Equality was the next most covered topic, with 30 statements. This reflected the ongoing discourse around ensuring equal rights and opportunities for women and men. The emphasis on gender equality in the media highlighted the importance of addressing disparities between genders and the need for continued advocacy and policy development to achieve true equality.

Other topics, such as the Political Relationship to Women (4 statements), Employment Rate Among Women (2 statements), and the Role of Women Within Society (2 statements), received significantly less coverage. The lower frequency of these topics suggests that while they were important, they might not have been as central to the current media narrative as broader themes of empowerment and equality. However, these topics were still crucial in understanding women's multifaceted challenges, particularly in the workforce and societal roles.

Overall, the media’s coverage reflected a focus on empowering women and promoting gender equality, which are key issues in the discourse around women’s rights. The lesser coverage of specific issues like employment rates and societal roles indicated that while these were recognised, they were overshadowed by the broader conversation on empowerment and equality. This distribution of coverage suggested a media landscape that was supportive of women’s progress although they could have benefitted from a more balanced approach that also addressed the detailed aspects of women’s experiences and challenges.

Figure 14: Women and Gender Themes (Statements)



As is evident from Figure 15, Women Empowerment, which had the highest volume of coverage (64 statements in total), was predominantly viewed positively, with 80% of the coverage framed in a positive light and 20% neutral. This overwhelmingly positive portrayal indicated strong media support for initiatives and discussions around empowering women, reflecting a broader societal trend toward promoting gender equality and women’s advancement.

Gender Equality, with 30 statements, also received largely positive coverage, with 70% of the content being positive and 27% neutral. The slight presence of negative sentiment (3%) suggested that while there was broad support for gender equality, there might have been some resistance or criticism, possibly related to the challenges or controversies surrounding the implementation of gender equality measures.

The topics of Political Relationship to Women and Role of Women Within Society, despite having fewer statements (4 and 2 respectively), were portrayed entirely positively (100% positive). This complete positivity indicated a strong consensus on the importance of these issues, with no significant opposition or controversy reported in the media.

In contrast, the Employment Rate Among Women, which had very limited coverage (2 statements), was portrayed more negatively. With 33% of the coverage being negative, 33% neutral, and no positive coverage, this suggested a more critical or concerned view of women’s employment rates. The lack of positive coverage might have reflected ongoing challenges and dissatisfaction with the current state of women’s employment, highlighting an area that might require more attention and improvement.

Figure 15: Ratings Women and Gender Issues (%)

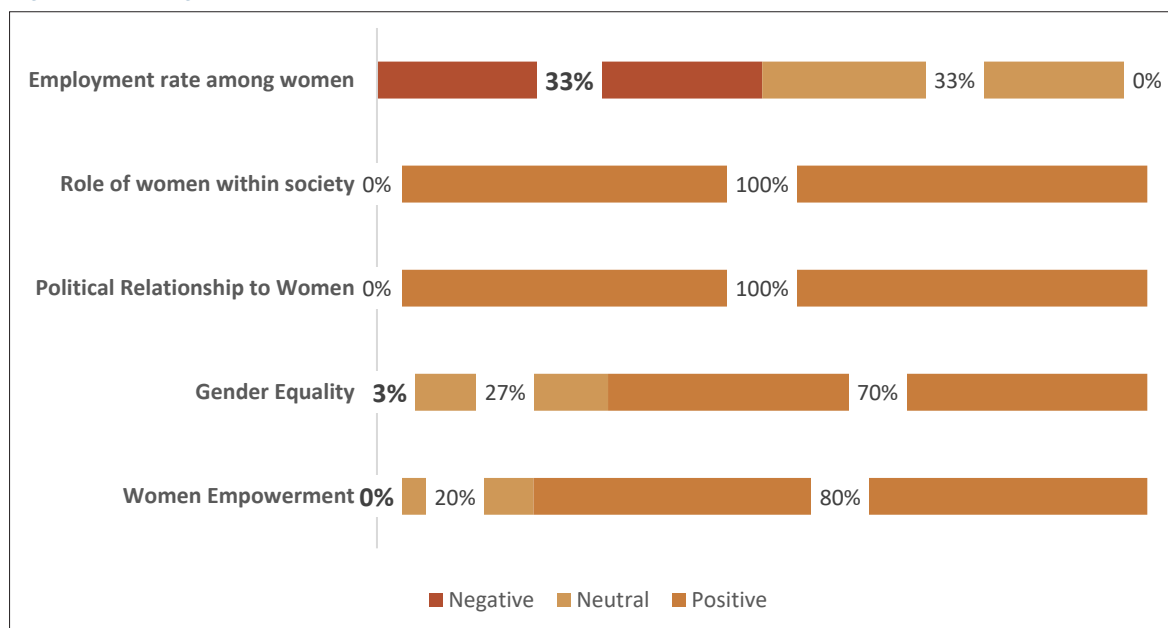


Figure 16 shows data on media outlets' coverage of gender issues, revealing significant variation in the attention given by different platforms. Good Morning Namibia led with 19 statements, indicating that this programme is particularly engaged in discussing gender issues. This high level of coverage suggested that the show prioritises conversations around gender equality, women's rights, and related topics, making it a key platform for these discussions.

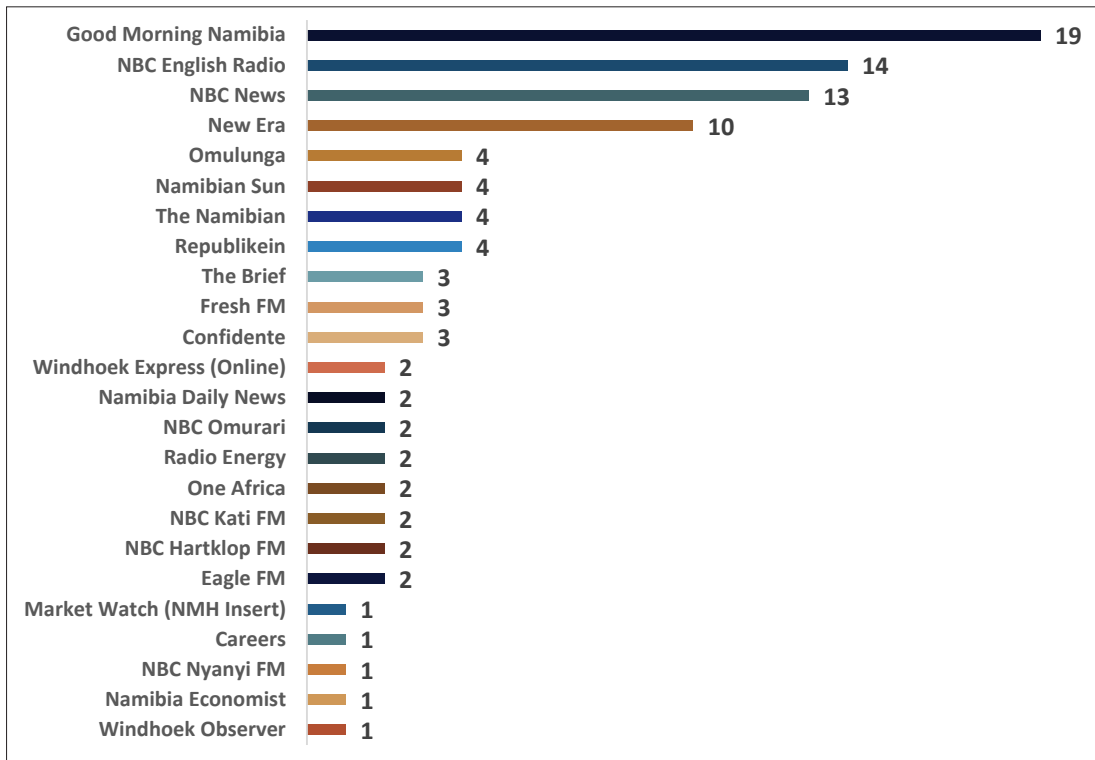
NBC English Radio and NBC News followed with 14 and 13 statements, respectively. These outlets were also heavily involved in covering gender-related issues, reflecting the national broadcaster's commitment to addressing these important societal concerns. New Era, with 10 statements, showed that this state-owned newspaper was also significantly engaged in gender discourse, further underscoring the importance of these issues in the public agenda.

Private media outlets, including *Republikein*, *The Namibian*, *Namibian Sun*, and Omulunga Radio, each with 4 statements, contributed to the coverage but with much less intensity. This moderate level of engagement suggested that while these outlets recognised the importance of gender issues, they might not have prioritised them as highly as the leading platforms.

Outlets like *Confidante*, Fresh FM, and The Brief (each with 3 statements) and various others with 2 statements, such as Eagle FM and NBC Omurari, provide minimal coverage. This limited focus indicated that gender issues were less prominent in their reporting, which could suggest either a narrower editorial focus or limited resources dedicated to covering these topics.

Finally, several outlets, such as the Windhoek Observer, Namibia Economist, NBC Nyanyi FM, and Market Watch, only made one statement each on gender issues. This minimal engagement reflected a significant underrepresentation of gender-related topics in these media outlets.

Figure 16: Women and Gender by Media Outlet



9.2 LGBTQ

Figure 17 provides an overview of the issues related to the LGBTQ community that received media coverage. The Relationship to the LGBTQ community was the most covered topic, with 20 statements. This suggested that the media was particularly interested in how various entities, such as the government or political parties, engaged with the LGBTQ community. Opposing Recognition of Same-Sex Marriage and Opposing Legalisation of Homosexuality followed with 12 and 11 statements, respectively, indicating that opposition to LGBTQ rights was a significant focus in the media discourse. Homosexuality as a general topic also received significant attention, with 10 statements. Less frequently covered topics included Legalising Homosexuality (4 statements), Human Rights Violations by the Government (3 statements), and Gay Legislation/Anti-Gay Law (3 statements), suggesting these issues, while important, received less consistent media focus. Overall, the volume of coverage on the LGBTQ community was low, suggesting that, for this period, the mainstream media showed limited interest in such matters.

Figure 17: LGBTQ Issue Coverage (Statements)

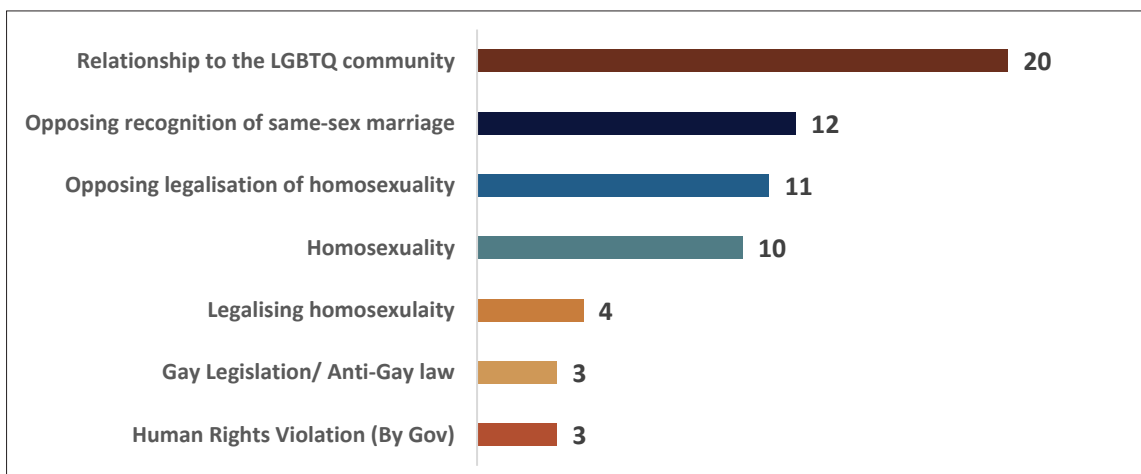


Figure 18 analyses the sentiment or tone associated with the coverage of these topics. The Opposing Recognition of Same-Sex Marriage was notably covered in a mostly positive light, with 67% positive coverage, though this reflected support for the opposition, indicating a possible bias against LGBTQ rights in the media. Similarly, Opposing the Legalisation of Homosexuality received 55% positive coverage, reinforcing this trend. In contrast, Human Rights Violations by the Government were viewed negatively, with 67% of the coverage framed negatively, reflecting concern over government actions against the LGBTQ community. Topics like Legalising Homosexuality and Gay Legislation/Anti-Gay Law were covered entirely neutrally (100%), indicating a more balanced approach. The Relationship to the LGBTQ Community topic was primarily neutral (60%), with some positive (30%) and negative (10%) tones, showing a diverse range of perspectives.

Figure 18: LGBTQ Issue Ratings

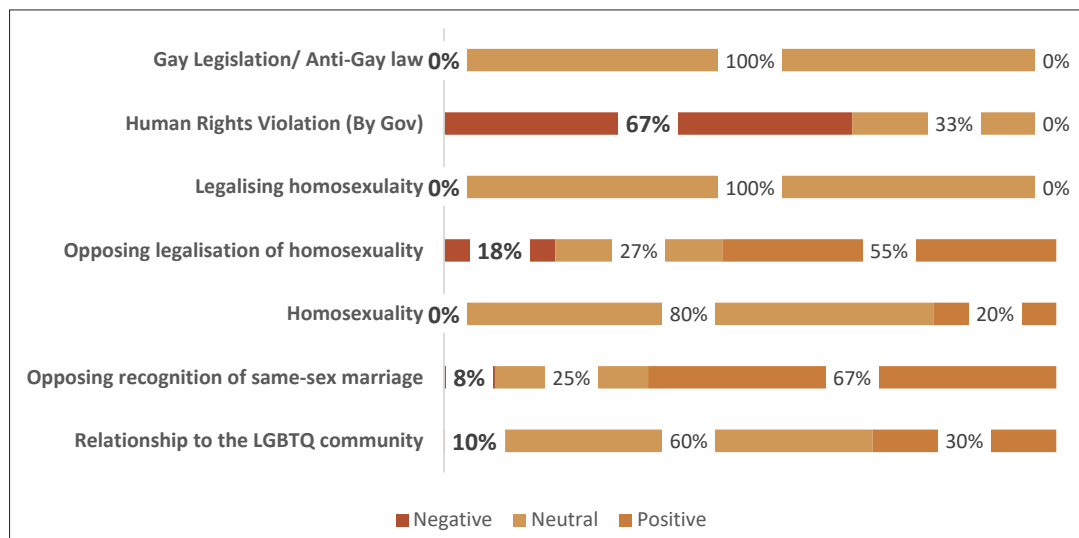
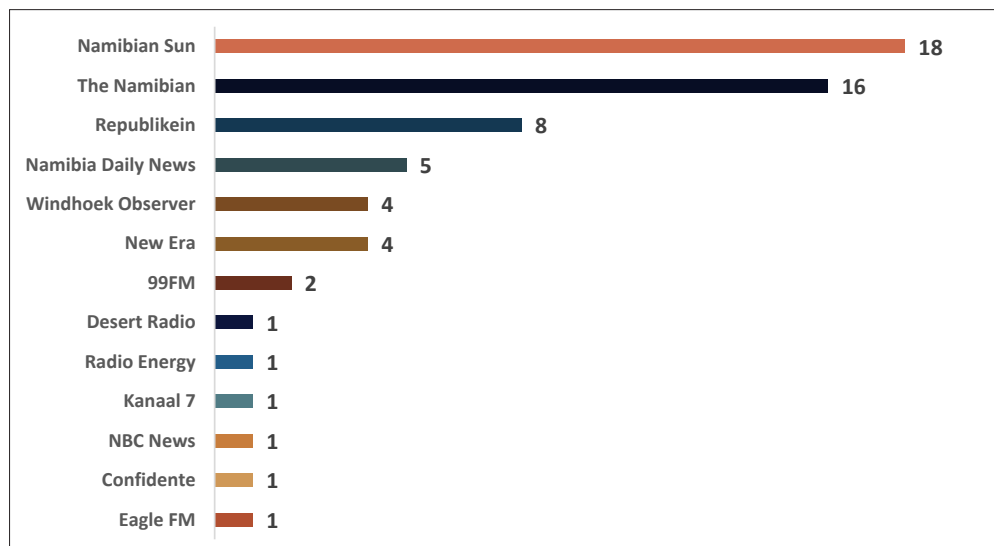


Figure 19 highlights the distribution of media coverage by outlet. The *Namibian Sun* and *The Namibian* were the leading outlets, with 18 and 16 statements, respectively, showing that these newspapers were the primary sources of LGBTQ-related news. Republikein followed with 8 statements, and Namibia Daily News and Windhoek Observer contributed 5 and 4 statements, respectively. New Era added 4 statements. However, outlets like Eagle FM, *Confidante*, NBC News, and others only provided minimal coverage, with each contributing 1 to 2 statements. This suggested that while certain media outlets actively reported on LGBTQ issues, others had limited coverage, potentially affecting the diversity and reach of information on these topics.

Figure 19: LGBTQ Issues by Media Outlet (Statements)



10 Political Parties

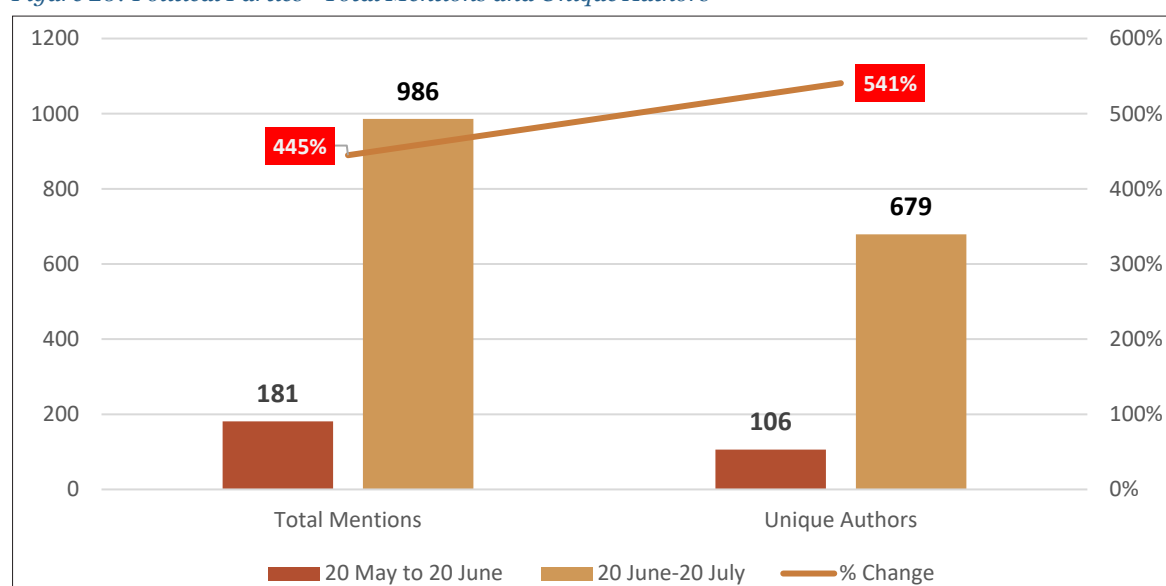
10.1 Mentions and Unique Authors

Figure 20 presents the results of online monitoring of political parties, comparing the volume of mentions and unique authors between two sequential time periods: 20 May to 20 June and 20 June to 20 July. The data revealed a significant increase in both metrics over the latter period. Total Mentions rose dramatically from 181 to 986, representing a 445% increase. This surge indicated a substantial rise in online discussions or references to political parties, driven by heightened political activity, campaign events, or emerging issues that captured public attention.

Similarly, the number of Unique Authors—distinct individuals or entities contributing to the conversation—also saw a sharp increase, from 106 to 679, marking a 541% rise. This suggested not only more frequent discussions but also a broader engagement, with a larger and more diverse group of people or accounts contributing to the discourse. The increase in unique authors indicated that the conversation around political parties expanded significantly, attracting a wider range of voices and opinions during the latter period.

Overall, these results reflected a period of intensified political engagement and online activity, with both the volume of mentions and the diversity of contributors growing substantially. This pointed to key events or developments that spurred greater public interest and participation in political discussions online.

Figure 20: Political Parties - Total Mentions and Unique Authors



10.2 Emojis

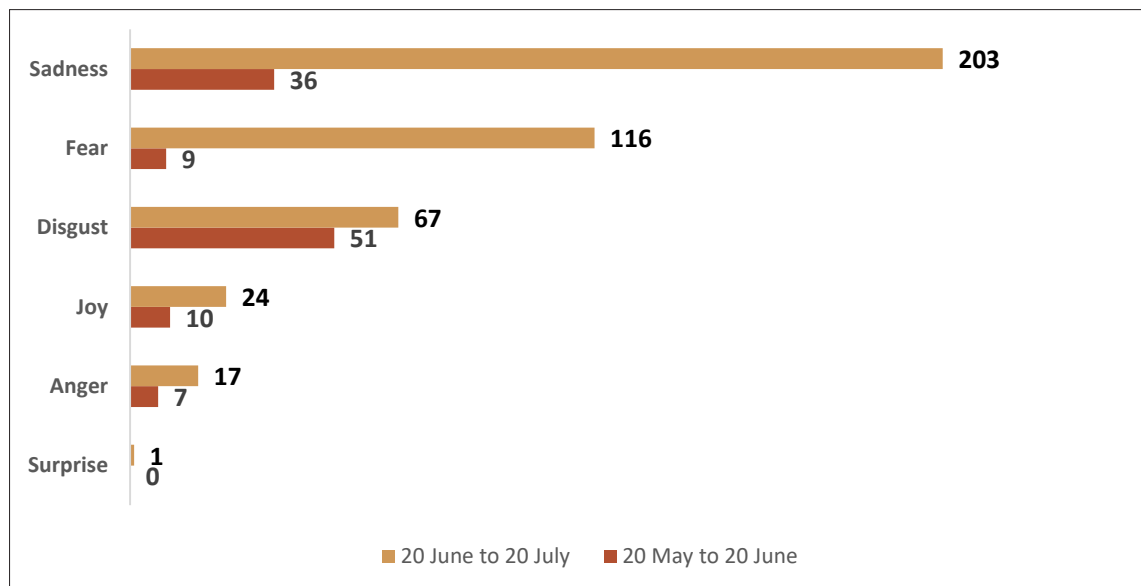
The results in Figure 21 show a noticeable increase in the use of all tracked emojis, reflecting heightened emotional engagement in the discussions as the volume of mentions and unique authors surged during the latter period.

Sadness saw the most significant increase, from 36 instances in the first period to 203 in the second period. This sharp rise suggested that events or discussions in the political sphere during this time were perceived negatively or evoked feelings of disappointment or grief among the public.

Fear also saw a dramatic increase, from 9 to 116 uses, indicating a growing sense of anxiety or concern surrounding political developments. This might have reflected rising tensions or apprehensions about the future, potentially linked to specific political events or statements.

Disgust was consistently the most used emoji, increasing from 51 to 67 instances. This suggested that many of the discussions were characterised by a strong negative reaction, towards certain political actions or figures.

Figure 21: Emoji's Used



Anger and Joy also saw increases, though to a lesser extent. Anger increased from 7 to 17, which might have indicated growing frustration or outrage among the public. Joy, although less frequent, doubled from 10 to 24, suggesting that there were also positive developments or sentiments that resonated with some segments of the population.

Finally, Surprise was used only once in the second period, showing that while this emotion was present, it was not a dominant reaction in the overall discourse.

When considered alongside Figure 20, showing a significant increase in mentions and unique authors, it is evident that the online political discourse grew in volume and emotional intensity. The rise in negative emotions like sadness, fear, and disgust suggested that the conversations during the latter period were more emotionally charged and driven by contentious or concerning political events. The presence of joy, albeit to a lesser extent, indicated a complex emotional landscape where both positive and negative reactions coexisted, reflecting the diverse public response to political developments during this time.

10.3 Hashtags (#)

The data in Figure 22 provided insights into the top hashtags associated with political parties, highlighting their usage, reposts, and the total number of impressions generated.

#womeninpoliticsforum led with the highest impact, generating 8,427 impressions from just 2 posts (1 original post and 1 repost). This indicated that discussions or content associated with this hashtag resonated significantly with the audience, reflecting strong interest in women's involvement in politics.

#namibia followed, with 4,539 impressions from 2 posts (1 post and 1 repost). This hashtag, being broad and associated with general discussions about the country, also demonstrated substantial engagement and visibility, indicating that it was a widely relevant topic in political discourse.

Figure 22: Hashtags Used

Top Hashtags	Posts	Reposts	All Posts	Impressions
#womeninpoliticsforum	1	1	2	8,427
#namibia	1	1	2	4,539
#neff	1	0	1	3,014
#answer	1	0	1	2,151
#ipc2024	0	1	1	1,525
#khomasregion	0	1	1	1,525
#eff	1	0	1	69

The hashtag #neff, related to the Namibian Economic Freedom Fighters, generated 3,014 impressions from a single post. This showed a significant impact relative to the number of posts, suggesting that content related to NEFF, while not extensively shared, still captured a notable amount of attention.

#answer generated 2,151 impressions from a single post, indicating a moderate level of engagement. The specific context of this hashtag is unclear, but its impression count suggests it had a certain level of relevance in the discussions.

Both #ipc2024 and #khomasregion garnered 1,525 impressions each, both from single reposts. The impressions indicated that even with minimal original content, these topics reached a sizeable audience, due to their relevance to specific regions or political campaigns.

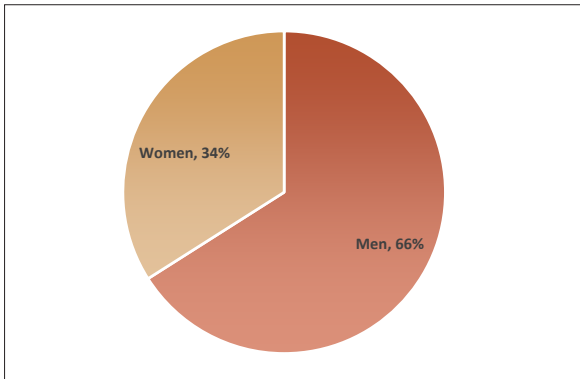
Lastly, #eff, associated with the Economic Freedom Fighters, a South African political party that might have some relevance in Namibian discussions, generated only 69 impressions from a single post. This lower engagement suggested that the topic did not resonate as strongly with the Namibian audience or that it was less relevant in the context of Namibian political discussions.

Overall, the analysis of these hashtags indicated that topics related to women in politics and general discussions about Namibia had the most significant reach and engagement. In contrast, while generating some interest, other hashtags had a more niche or limited impact. This highlighted the varying degrees of public interest and engagement with different political topics and movements in Namibia.

10.4 X (Twitter) Demographics

The data on X (formerly Twitter) users' gender distribution showed that men constituted the majority of users involved in the discussions, accounting for 66% of the total. In contrast, women made up 34% of the user base. This significant gender gap indicated that men were more active or visible in these online conversations, potentially influencing the tone, topics, and perspectives shared on the platform. The lower participation of women suggested either a lesser engagement with the topics being discussed or a broader trend of underrepresentation in online political discourse. Understanding this gender distribution is crucial for analysing the dynamics of online discussions and ensuring diverse voices are included and heard.

Figure 23: X (Twitter) Demographics



11 LGBTQ

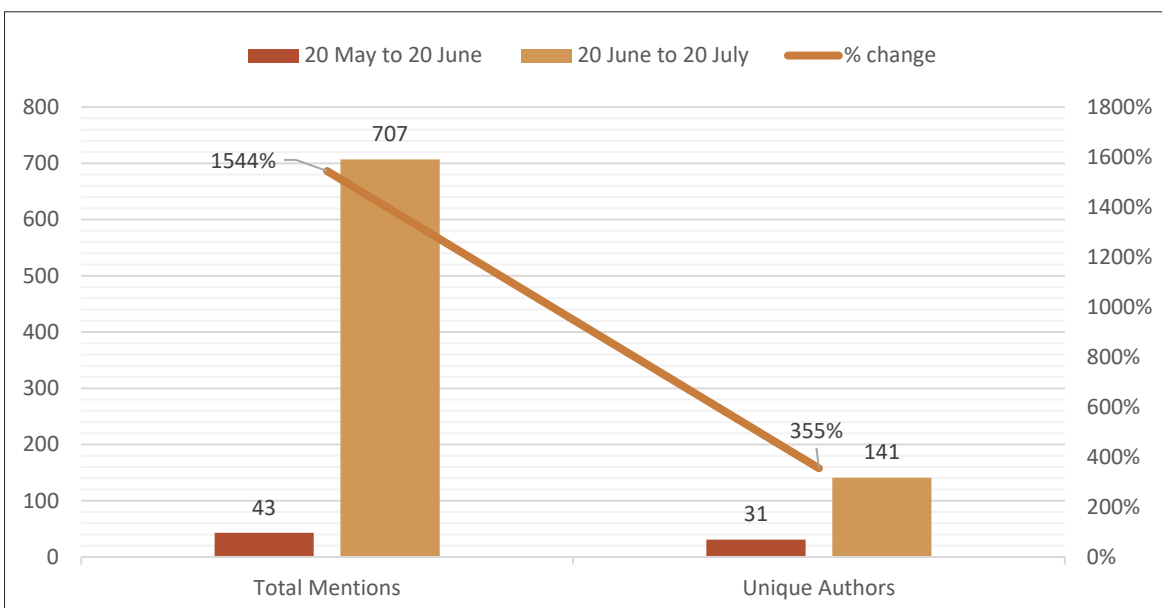
11.1 Mentions and Unique Authors

Figure 24 presents data on the online discourse surrounding the LGBTQ community, specifically tracking the total mentions and unique authors over two time periods: 20 May to 20 June and 20 June to 20 July. The data shows a dramatic increase in both metrics during the latter period.

Total Mentions rose from 43 in the first period to 707 in the second period, marking a staggering 1,544% increase. This surge indicated a significant spike in online discussions or references to LGBTQ-related topics during the latter period and could be attributed to the High Court ruling that the country's sodomy laws were unconstitutional.

Similarly, the number of Unique Authors—distinct individuals or accounts contributing to the conversation—increased from 31 to 141, reflecting a 355% rise. This indicated that not only did the discussion volume grow, but it also engaged a broader and more diverse group of participants. The increase in unique authors suggested that the conversation expanded to include new voices, potentially bringing in a wider range of perspectives and experiences related to LGBTQ issues, as represented by the High Court ruling.

Figure 24: LGBTQ Total Mentions and Unique Authors



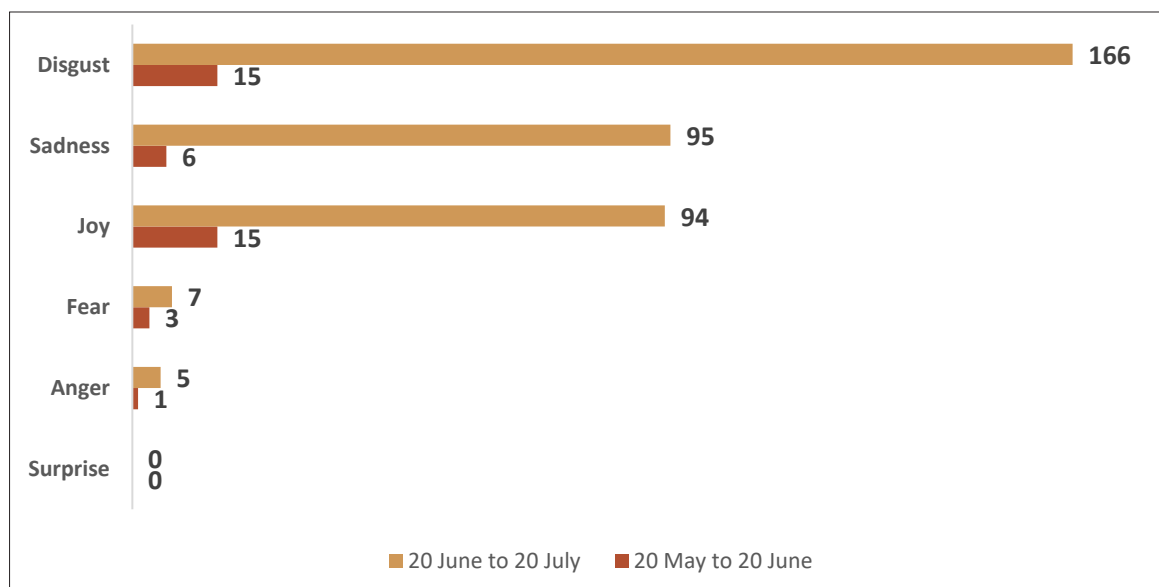
11.2 Emojis

Disgust was the most frequently used emoji in both periods, increasing sharply from 15 uses to 166. This substantial rise indicated that a significant portion of the discourse was marked by strong negative reactions or disapproval during the latter period. The high frequency of the disgust emoji suggested that the High Court's ruling on the constitutionality of the sodomy laws, during this time were contentious, controversial, and elicited strong, negative emotional responses. Similarly, the use of the Sadness emoji also dramatically increased, from 6 instances to 95.

Joy experienced a notable increase as well, from 15 uses to 94. This suggested that despite the negativity indicated by other emojis, there were also positive developments or moments of celebration within the discourse. The presence of joy alongside other emotions indicated a complex and multifaceted conversation, with both positive and negative sentiments being expressed. Fear and Anger also increased, though to a lesser extent.

Overall, the data indicates that the emotional tone of the LGBTQ discourse grew more intense and polarised in the second period, with significant increases in negative emotions such as disgust and sadness, alongside an increase in joy, because of the High Court ruling.

Figure 25: Emoji's Used



11.3 Hashtags (#)

Figure 26 shows the usage of various hashtags related to LGBTQ issues and contains the number of posts, reposts, total posts, and the corresponding impressions generated.

#namibia emerged as the most influential hashtag, with 31 total posts (13 original posts and 18 reposts), generating an impressive 1,612,228 impressions. This indicated that discussions tagged with #namibia reached a broad audience, reflecting the significant attention and engagement with content related to the country, in the context of LGBTQ rights or broader human rights discussions.

#lgbt was the second most used hashtag, with 26 total posts (10 original posts and 16 reposts), resulting in 193,214 impressions. This showed a strong focus on LGBTQ issues specifically, with substantial engagement and visibility. The high number of reposts suggested that this content resonated with the audience, prompting further sharing and discussion.

#africa followed with 20 total posts (6 original posts and 14 reposts) and 231,091 impressions. This indicated that discussions about LGBTQ issues within the broader African context also garnered considerable attention, reflecting the regional significance of these topics.

Other important hashtags included #lgbtq (14 posts, 131,772 impressions) and #humanrights (13 posts, 21,132 impressions). These hashtags further highlighted the central themes of LGBTQ identity and human rights in the discussions, though they had varying levels of reach, with #lgbtq being more prominent in terms of impressions.

Figure 26: Hashtags Used

Top Hashtags	Posts	Reposts	All Posts ▼	Impressions
#namibia	13	18	31	1,612,228
#lgbt	10	16	26	193,214
#africa	6	14	20	231,091
#lgbtq	5	9	14	131,772
#humanrights	4	9	13	21,132
#lgbtqrighs	2	8	10	17,588
#lgbtrights	2	8	10	17,588
#justice	1	5	6	40,110
#law	1	5	6	40,110
#love	1	5	6	40,110

The hashtags #lgbtqrighs and #lgbtrights both had 10 total posts each, with 17,588 impressions. These hashtags specifically focused on the rights aspect of the LGBTQ discourse, indicating targeted discussions around legal and social rights for the LGBTQ community.

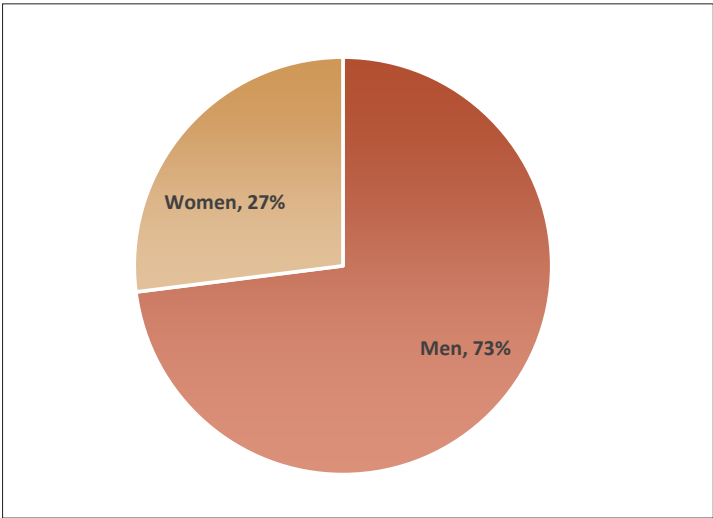
Finally, hashtags like #justice, #law, and #love each had 6 total posts, with 40,110 impressions each. These reflected broader themes that might have intersected with LGBTQ issues, such as legal justice, the rule of law, and expressions of love and acceptance. While these hashtags had fewer posts, they still managed to reach a significant audience, showing the potential impact of these discussions.

Overall, the data indicates that hashtags related to LGBTQ and human rights issues were widely used and generated considerable impressions, particularly when associated with broader contexts like Namibia and Africa. The high engagement with these hashtags reflected the importance of these discussions and their resonance with a large online audience, highlighting the power of social media in shaping and spreading the conversation around LGBTQ rights and issues.

11.4 X (Twitter) Demographics

Figure 27 provides data on the gender distribution of authors posting on X (formerly Twitter) about LGBTQ issues. The results indicate a significant gender imbalance, with men comprising 73% of the authors and women making up only 27%. This disparity suggests that men are more active in online discussions about the LGBTQ community, which could influence the tone, content, and perspectives shared on these topics. The lower representation of women in these conversations might also reflect broader trends in social media engagement or specific challenges that women face in participating in online discourse.

Figure 27: X (Twitter) Demographics



Section C: Appendixes

Media Sources Coded and Analysed

Figure 28: Media Sources

RADIO	TV	ONLINE	PRINT
NBC English	NBC News	Namibia Economist Online	<i>Allgemeine Zeitung</i>
NBC Oshiwambo	Good Morning Namibia	Erongo Online	Market Watch
NBC Funkhaus	Talk of the Nation	Windhoek Express Online	<i>The Namibian</i>
NBC Damara	Business Today	Informanté Online	<i>New Era</i>
NBC Ngwany FM	One Africa	My Zone online	<i>Republikein</i>
NBC Hartklop FM		OMUTUMWA Online	Sport Wrap
NBC Otjiherero		Business Express Online	The Zone
Eagle FM		Windhoek Observer Online	<i>Namibian Sun</i>
Radio Wave		The Brief Online	Business 7
Omulunga		Namibia Daily News Online	<i>Confidante</i>
Fresh FM		UnWrap Online	Careers, Erongo
Touch FM			<i>Namib Times</i>
Radio Energy			Ewi Iyaanooli
Kosmos			The Focus
Kanaal 7			My Zone
Informanté Radio			Agriforum

Figure 29: Online media monitored through Brandwatch

Social Media Platform
4_chan
Blogs
Broadcast
Facebook
Facebook Public
Forums
Instagram
Legacy Instagram
LinkedIn
Online News
Print
QQ
Reddit
Review
Tumblr
VK
X
YouTube

Registered Political Parties

Figure 30: Registered Political Parties 2024

Party	Abbreviation	Votes % 2019	Seats 2019
Action Democratic Movement Party	ADM	New	0
Affirmative Repositioning	AR	New	0
All People's Party	APP	1.79%	2
Body of Christ Party	BCP	New	0
Congress of Democrats	CoD	0.57%	0
Independent Patriots For Change	IPC	New	0
Landless People's Movement	LPM	4.75%	4
Monitor Action Group	MAG	-	-
National Democratic Party of Namibia	NDP	0.56%	0
National Empowerment Fighting Corruption	NEFC	-	-
National Patriotic Front of Namibia	NPF	0.22%	0
National Unity Democratic Organisation of Namibia	NUDO	0.51%	0
Popular Democratic Movement	PDM	16.65%	16
Rally For Democracy and Progress	RDP	1.09%	1
Republican Party of Namibia	RP	0.56%	2
SWANU of Namibia	SWANU	0.65%	1
SWAPO Party of Namibia	SWAPO	65.45%	63
United Democratic Front of Namibia	UDF	1.79%	2
United People's Movement	UPM	-	-
Workers Revolutionary Party	WRP	0.39%	0

