Social media as a market monitoring tool for digital financial services

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Innovations for Poverty Action – April 2020

Machine-learning converts millions of social media posts from unstructured text data to structured numerical data.

### Social media monitoring for consumer protection

Initial seeds for category of **Fees & Charges** in Kenya:
- fees
- charges
- overcharged
- refund
- deduction

### Step 1
User defined dictionary of keywords

### Step 2
Computing topic probabilities from keywords & context

### Step 3
Newly learned words help determine topics for items with no keywords

Categorizing social media content helps monitor industry trends

Kenya

Nigeria

Uganda

Response rates to consumers vary considerably across Twitter, Facebook and Google Play Store.

Response rate proxy on Twitter, Facebook and Google Play

Number of responses of banks / Total of tweets, by type of bank and country

Data source: Twitter

Data source: Facebook

Data source: Google Play

Consumer demographics and time series analysis can expand insights from social media data

**Gender-identified Twitter accounts**

**Nigeria:** Rise in fraud-related issues by female accounts

**Uganda:** Operational failures increased during pandemic

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[Graph showing data trends for Nigeria and Uganda]

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Twitter and Facebook Public Pages types of issues legend:
- Operational Failures
- Customer Care
- Fees & Charges
- Fraud
- Data Privacy
- Lending
- Advertising

Thank you