Strategic Sentiment and Media Intelligence Program

WHAT IS SSMIP?

SSMIP is a continuous sentiment- and media-intelligence monitoring program that observes, measures, and interprets how public sentiment, opinion, and information narratives move across the Philippine population.

It fuses probability-sample survey data with digital and media monitoring into a single, methodologically defensible pipeline housed in a public academic institution—providing rigor, independence, and public trust.

ADVANTAGES OF SSMIP

- Anticipating sentiment shifts, not just reporting them.
- Distinguishing signal from noise.
- Strengthening evidence-based public communication.
- Building institutional and sovereign capacity.

CORE COMPONENTS

1 → 2 → 3 → 4 → 5

- **SOCIAL & MEDIA LISTENING**
- **AI-DRIVEN SENTIMENT & NARRATIVE ANALYSIS**
- **CRISIS & TREND FORESIGHT**
- **SURVEY-ANCHORED VALIDATION**
- **AI-POWERED DASHBOARD & REPORTING**

SERVICES PROVIDED TO THE GOVERNMENT

- ✓ Continuous national sentiment dashboards
- ✓ Rapid-turnaround sentiment briefs
- ✓ Regular survey-anchored validation reports
- ✓ Disinformation and coordinated-activity advisories
- ✓ Regular public transparency reports
- ✓ Technical training and capacity-building
- ✓ On-demand custom sentiment studies

WHY SSMIP MATTERS

- **Better decisions** with real-time, representative evidence.
- **Stronger national security** through early awareness and information integrity.
- **Lower costs, higher value** by eliminating duplicate procurement across government.
- **Filipino talent, Filipino solutions** building capacity that stays and serves the country.
- **A more informed Philippinest** through transparent, credible, and non-partisan public data.

The SSMIP is a program of the Computational Research Laboratory, Institute of Mathematics, University of the Philippines Diliman