A Multilevel Analysis of Human Development and Demographic Topics: Monitoring Trends and Feeds Using Brand24 and Mermaid Live Editor

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Abstract:
Objectives: The main goal of the current paper is to conduct an in-depth research on the demographic and development topics by exploring two simultaneous trends and processes: the correlation between various topics, factors and indicators and the close linkages between the social environment, the behavioral insights and the human development indicators.
Methods and methodology: The paper conducts a multilevel analysis focusing on a quality analysis research of the online content dealing with demographic and human development topics by using the tools and instruments provided by the platform Brand24 and Mermaid Live Editor (v10.8.0 – mermaid.live) during the period November 25, 2023 – February 25, 2024 (92 days). The methodology requires the identification of twenty topics used to scale public opinion and aimed to explore how people react, interact and behave online by scaling the following topcis: "population", "demography", "population demographics", "human population", "human development", "social policy", "health equity", "public health", "family", "households", "natality", "population density", "population growth", "population health", "aging population", "older population", "quality of life", "wellbeing", "wellness", "happiness".
Findings and discussion: The results of the online monitoring provide a complex understanding of the demographic and human development topics during the current period, associating an innovative approach to the developmental specifics, quality of life and human potential as displayed by the *Brand24* social media monitoring tools (Key Performance Indicators-KPIs).
Conclusions: In conclusion, the online monitoring of the demographic and human development topics and related items engages new areas of research providing information related to the social dimension and scaling opinions, impressions, perceptions, likes, tweets, retweets etc.

Keywords: *demography, human development, population, social policy, population health.*

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1. Introduction

The theory and analysis of the topics dedicated to the study of demography and human development highlight two important themes that focus the result of conceptual coordinates with an interdisciplinary, predominantly approaching a socio-cultural character (Ehrlich, 2008: 103-113; Griffith, Salguero-Gómez, Merow & McMahon, 2016: 271-280; Mistry & Dutta, 2015), but also the development of differentiations that focus the variability of some concepts centered on the analysis of several factors: human development (Permanyer & Smits, 2020: 583-601; Telch, & Appe, 2022), social engagement (Olimid, D.A. & Olimid, A.P., 2022a: 122-131), democracy (Olimid, Georgescu & Gherghe, 2023: 126-138), environmental sustainability (Olimid, D.A & Olimid, A.P., 2022b: 114-121), resilience and environmental governance (Olimid & Olimid, 2022: 430-443; Georgescu, 2022: 194-204), public sector and social development (Malmberg, 2007; Mitu & Stanciu, 2023: 700-722), population (Gibson & Lawson, 2024) and migration (Delgado Wise, Márquez Covarrubias & Puentes, 2013) as well as behavioral theoretical frameworks that relate cognitive, genetic, ethical and socio-cultural aspects (Adepoju, 2006: 3-13; Dasic, Devic, Denic, et al., 2020; Bărbuceanu, 2022: 181-188; Olimid, A.P., Rogozea. L.M. & Olimid, D.A., 2018).

Thus, the objectives of the research are based on two approaches: in the first part of the research, the current paper monitors for three months (ninety-two days) to evaluate the impact of some topics distributed on three tables by measuring in the online space of more than 20 concepts with the help of the available analysis mechanisms and facilities provided by the Brand24 digital platform (Brand24, 2024).

In the second part of the paper, the research extends the analysis and it illustrates the coordinates of the discussion context in the online space with the help of the editing program Mermaid Live Editor (v10.8.0 – mermaid.live) (2024).

2. Methods and methodology
2.1. Data Collection and conceptual framework

The methodology of the research combines several methods of analysis in the context of online social media monitoring twenty topics ("population", "demography", "population demographics", "human population", "human development", "social policy, "health equity", "public health", "family", "households", "natality", "population density", "population growth", "population health", "aging population", "older population", "quality of life", "wellbeing", "wellness", "happiness") using Brand24 data collection retrieved for the period November 25, 2023 – February 25, 2024 (92 days).

2.2. Data processing and Key Performance Indicators (KPIs): methodological and analytical techniques

For data processing the research employs *Brand24* social media monitoring tools (Key Performance Indicators-KPIs) for online screening as the results of the analysis are displayed as follows:

(**a**) Table 1 entitled "Numerical summary for mentions, social media mentions, non-social mentions and interactions for selected topics" is tracking the following monitoring tools and metrics: (1.1) Mentions feeds (Table 1, Column 2) used to monitor the appearance of topics in social media including various support of online content: online platforms, complex social media platforms, blogs, posts, comments, news, reports, articles etc.; (1.2) Social media mentions (Table 1, Column 3) and Non-social

media mentions (Table 1, Column 4) aimed to screen the mention of a topic in an online comment or online post; (1.3) Interactions (Table 1, Column 4) aimed to target the relevance and influence of mentions on various digital platforms;

(**b**) Table 2 entitled "Numerical summary for social media reach (SMR), non-social media reach (nSMR), user-generated content (UGC) and positive mentions for selected topics" are used to focus on the following indicators and metrics:

(**2.1**) Social media reach (SMR) (Table 2, Column 2) and Non-social media reach (nSMR) (Table 2, Column 3) are aimed to screen focusing on the screening results for topics frequency targeting the survey of engagement as displayed in the period of monitoring;

(**2.2**) User-generated content (UGC) (Table 2, Column 4) is a monitoring tool targeting the various levels of engagement practices within the digital platforms;

(**2.3**) Positive mentions for selected topics (Table 2, Column 5) are a part of the sentiment analysis pointing to the positive posts or comment as collected in the selected period for a particular topic. (2.4) Mentions from X (Twitter) (Table 2, Column 6) focus on a selected post or comments targeted as using another account's username in the content of the text.

(**c**) Table 3 entitled "Data for mentions per category of selected topics" reveals the data results and findings to highlight the data for the selected topics following various categories of news (Column 2), videos (Column 3), podcasts (Column 4), forums (Column 5), blogs (Column 6) and web platforms (Column 7). The data used for the analysis as displayed in Table 1, Table 2 and Table 3 were retrieved for the period November 25, 2023 to February 25, 2024 for ninety-two days mainly using the Brand24 online measurements services (Brand24, 2024) counting a total of 326564 mentions.

2.3. Visualization and interpretation

The editing program *Mermaid Live Editor* (v10.8.0 – mermaid.live) is used to display and visualize the online context of discussion provided by Brand24 of the relevant associated items for the research of the four topics of analysis as follows: (a) Figure no. 1. Flow chart for "quality of life"; (b) Figure no. 2. Flow chart for "human population"; (c) Figure no. 3. Flow chart for "human development"; (d) Figure no. 4. Flow chart for "public health".

3. Results and findings
3.1. Analysis of the numerical summary for online monitoring tools

Table 1 provides the numerical summary for four monitoring tools provided by Brand24 for the period November 25, 2023 – February 25, 2024 (92 days) as follows: mentions (Column 2), social media mentions (Column 3), non-social mentions (Column 4) and interactions (Column 5). The dataset results for the mentions focus on the time frame for the months of November 2023, December 2023, January 2024 and February 2024 covering increasing results for the topics of "population" (37413 mentions), "public health" (36478 mentions), "households" (36929 mentions), "wellbeing" (35888 mentions), "wellness" (37947 mentions), "happiness" (37392 mentions). The variables for the social media mentions included in Table 1, Column 3 identify the highest results for the following topics: "population" (9690 mentions), "family" (8165 mentions), "wellbeing" (11790 mentions), "wellness" (15727 mentions) and "happiness" (17447 mentions).

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The distribution of results for the non-social mentions (Table 1, Column 4) acknowledges the notable findings for the topic of "households" (33314 results), "family" (30090 results), and "public health" (31852 results).

The results of Column 5 reiterate the significance of the findings in the area of social interactions focusing on highlighting the role and relevance of the human development and population dynamics. Moreover, the results provide the exploration of the correlation between the demographic and human development topics.

Therefore, using the correlation analysis between the results of the analysis, we observe the significant results acknowledged for the topics of "population" (2.0 M), "natality" (1.4. M), "wellness" (2.4 M), "happiness" (4.3 M), "family" (772 K) and "wellbeing" (480 K).

Table 1 – Numerical summary for mentions, social media mentions, non-social mentions and interactions for selected topics

Topics	Key Performance Indicators (KPIs)			
	Mentions	Social media mentions	Non-social mentions	Interactions
1. "population"	37413	9690	27723	2.0 M
2. "demography"	2173	345	1828	6817
3. "population demographics"	227	20	207	55
4. "human population"	2043	443	1600	3428
5. "human development"	6383	690	5693	7519
6. "social policy"	2196	167	2029	2374
7. "health equity"	6326	653	5673	1012
8. "public health"	36478	4626	31852	58734
9. "family"	38255	8165	30090	772 K
10. "households"	36929	3615	33314	501 K
11. "natality"	69	9	60	1.4 M
12. "population density"	2185	302	1883	11791
13. "population growth"	9689	1027	8662	20282
14. "population health"	2434	209	2225	150
15. "aging population"	5613	345	5268	11123
16. "older population"	678	31	647	789
17. "quality of life"	26246	4250	22179	240 K
18. "wellbeing"	35888	11790	24490	480 K
19. "wellness"	37947	15727	22220	2.4 M
20. "happiness"	37392	17447	19945	4.3 M

Source: Authors' own compilation. Results generated and retrieved from: https://brand24.com/
Abbreviations used for data sets: M = million; K = thousand)
Data collected for the period November 25, 2023 – February 25, 2024 (92 days).

Table 2 bases the numerical summary for social media reach (SMR), non-social media reach (nSMR), user-generated content (UGC) and positive mentions for selected

topics providing practical insights from Brand24 social media monitoring by acknowledging the broader context of the analysis of the selected topics.

The descriptive statistics and results identify the increasing recent trends and feeds for the monitoring tool of social media reach (Table 2, Column 2) exploring potential correlation between the highest scores for "happiness" (95 M), "wellness" (72 M) "population" (42 M), "wellbeing" (18 M), "public health" (15 M), "quality of life" (9.6 M) "human development" (1.4 M), "aging population" (1.1. M), "demography" (478 K) and "population density" (252 K).

As for non-social media reach, the analysis provides useful insights into the monitoring area indicating a roughly equal distribution of the results for the following topics as follows:

(a) scores ranging between 1 M to 20 M: "demography" (9.3 M), "population demographics" (1.2 M), "social policy" (9.8 M), "natality" (1.4 M), "population density" (13 M), "population health" (12 M), "older population" (4.4 M);

(b) scores ranging between 21 M to 100 M: "human development" (25 M), "population growth" (46 M), "aging population" (21 M);

(c) scores ranging between 101 M to 450 M: "population" (280 M), "public health" (198 M), "family" (415 M), "households" (220 M), "quality of life" (109 M), "wellbeing" (149 M), "wellness" (173 M), "happiness" (151 M).

The processed data for user-generated content (UGC) (Table 2, Column 4), positive mentions (Table 2, Column 5) and mentions from X (Twitter) identify new dimensions to explore and research the social media insights by highlighting the increasing scores for several selected topics namely:

(a) for UGC, the scores drawn by the monitoring analysis engage the preference for the following topics: "population" (12525 results), "family" (11960 results), "wellbeing" (15380 results), "wellness" (19113 results) and "happiness" (21668 results).

(b) for positive mentions, the highest distribution results emphasized by Table 2, Column 5 range around 1000 results as follows: "population" (1606 results), "public health" (1476 results), "family" (6560 results), "households" (2011 results), "wellness" (5360 results) and "happiness" (14754 results);

(c) mentions from X (Twitter) are also essential for proportion of the usage of selected topics in social media underlying the values and scores of the majority of selected topics namely: "population" (3098 results); "public health" (2317 results), "households" (2201 results), "quality of life" (2050 results), "wellbeing" (3121 results), "happiness" (2140 results).

Table 2 - Numerical summary for social media reach (SMR), non-social media reach (nSMR), user-generated content (UGC), positive mentions and mentions from X (Twitter) for selected topics

Topics	Key Performance Indicators (KPIs)				
	SMR	nSMR	UGC	Positive mentions	Mentions from X (Twitter)
1. "population"	42 M	280 M	12525	1606	3098
2. "demography"	478 K	9.3 M	653	101	256
3. "population demographics"	14893	1.2 M	72	1	9
4. "human population"	1.6 M	11 M	931	68	160

5. "human development"	1.4 M	25 M	1601	333	215
6. "social policy"	141 K	9.8 M	437	62	89
7. "health equity"	871 K	18 M	1147	342	519
8. "public health"	15 M	198 M	7208	1476	2317
9. "family"	4 M	415 M	11960	6560	0
10. "households"	15 M	220 M	6986	2011	2201
11. "natality"	19938	1.4 M	26	0	5
12. "population density"	252 K	13 M	732	5	173
13. "population growth"	1.8 M	46 M	2154	224	763
14. "population health"	141 K	12 M	491	25	188
15. "aging population"	1.1 M	21 M	1671	76	208
16. "older population"	132 K	4.4. M	169	3	17
17. "quality of life"	9.6 M	109 M	7868	541	2050
18. "wellbeing"	18 M	149 M	15380	580	3121
19. "wellness"	72 M	173 M	19113	5360	58
20. "happiness"	95 M	151 M	21668	14754	2140

Source: Authors' own compilation. Results generated and retrieved from: https://brand24.com/
Abbreviations used for data sets: M = million; K = thousand.
Data collected for the period November 25, 2023 – February 25, 2024 (92 days).

Table 3 quantifies the data categories and results of the selected topics following the monitoring online data by tracking news (Table 3, Column 2), videos (Table 3, Column 3), podcasts (Table 3, Column 4), forums (Table 3, Column 5), blogs (Table 3, Column 6) and web news (Table 3, Column 7). For the news category, the highest results range from 12700 results for "population", 13752 for "wellbeing", 10311 results for "happiness" to 18563 results for "family", 20162 results for "population", 23848 results for "households" and 24903 results for "public health". Column 3 of the Table 3 aligns the results for the videos category with increasing scores for "population" (1385 results), "family" (5916 results), "wellness" (2641 results) and "happiness" (2368 results).

For the third category of podcasts (Table 3, Column 4), the scores offer significant insights for monitoring and analysis of public perception as the report of data obtained identify six topics with enhanced online presences in the podcasts area namely: "public health" (162 results), "family" (104 results), "quality of life" (121 results), "wellbeing" (192 results), "wellness" (330 results) and "happiness" (469 results). Column 5 of the Table 3 increases focuses on the forums category based on the highest interest and engagement for the topics of "family" (2023 results), "population" (683 results), "quality of life" (359 results), "wellbeing" (321 results), "wellness" (474 results) and "happiness" (313 results).

Column 6 of the same table synthesizes the collected data for blogs category registering the highest interest for "health equity" (407 results), "human population" (620 results), "demography" (346 results), "human development" (1097 results), "aging population" (1318 results), "family" (3015 results), "households" (3871 results), "quality of life" (3502 results), "wellbeing" (3472 results), "wellness" (2889 results), "happiness" (5313 results). The last column (Column 7, Table 3) presents the findings for the web news gauging public engagement towards the following topics "human development" (1047 results), "family" (7732 results), "population growth" (1427 results), "quality of

life" (5176 results), "wellbeing" (5250 results), "wellness" (5826 results), "happiness" (5413 results).

Table 3 - Data for mentions per category of selected topics

Topics	Key Performance Indicators (KPIs)					
	News	Videos	Podcasts	Forums	Blogs	Web
1. "population"	20162	1385	93	683	3662	4726
2. "demography"	1129	6	4	26	346	391
3. "population demographics"	89	2	1	5	52	66
4. "human population"	696	19	6	104	620	416
5. "human development"	3735	68	39	108	1097	1047
6. "social policy"	1329	26	19	21	252	433
7. "health equity"	4110	49	62	36	407	1069
8. "public health"	24903	186	162	305	3744	4367
9. "family"	18563	5916	104	2023	3015	7732
10. "households"	23848	189	64	209	3871	6095
11. "natality"	25	0	0	1	16	18
12. "population density"	1150	18	1	139	380	303
13. "population growth"	6108	71	19	179	995	1427
14. "population health"	1594	10	14	19	256	349
15. "aging population"	3296	17	14	87	1318	646
16. "older population"	398	6	5	16	119	111
17. "quality of life"	12700	294	121	359	3502	5176
18. "wellbeing"	13752	465	192	321	3472	5250
19. "wellness"	13008	2641	330	474	2889	5826
20. "happiness"	10311	2368	469	313	5313	5413

Source: Authors' own compilation. Results generated and retrieved from: https://brand24.com/
Abbreviations used for data sets: M = million; K = thousand.
Data collected for the period November 25, 2023 – February 25, 2024 (92 days).

3.2. Tailored network analysis of the online context of discussion

The second part of the research employs the editing program entitled Mermaid Live Editor (v10.8.0 – mermaid.live) used to reveal the netwrok analysis fot he context of discussion as generated by the Brand24 for four topics namely "quality of life" (Figure no. 1), "human population" (Figure no. 2), "human development" (Figure no. 3), "public health" (Figure no. 4). Therefore, first figure points a tailored network analysis for the online context of discussion for the topic of the "quality of life" developing the relationship of the relevant sub-topics namely: ("people", "community", "individual", "health" and "family") (Figure no. 1). Therefore, the results also identify more than twenty concepts used by influencers, online communities and online discussion within the topics of "quality of life" here including (selection of topics): "experience", "activity", "support", "need", "access", "development", "healthcare", "home", "study", "work", "place", "residence" etc) (Figure no. 1).

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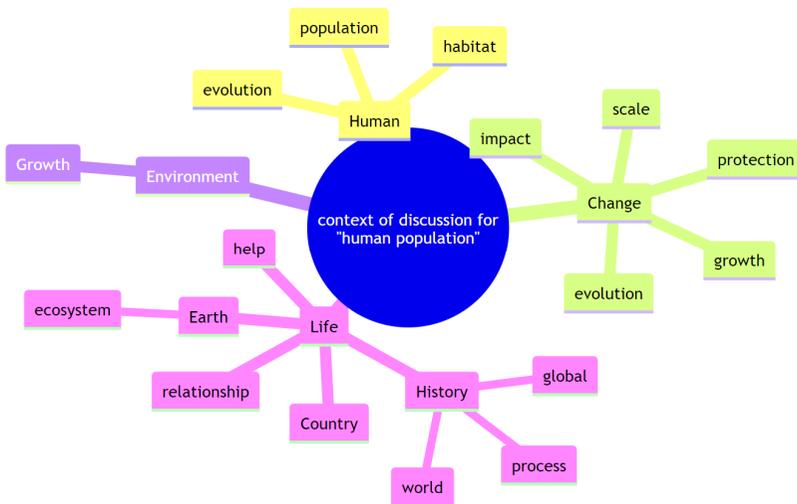

Figure no. 1. Flow chart for "quality of life" using the context of discussion of online monitoring data provided by Brand24 and Mermaid Live Editor (v10.8.0 – mermaid.live)

The second figure targets a tailored network analysis for the online context of discussion for the topic of the "human population" associating the relationship of the relevant sub-topics namely: ("human", "development", "state") (Figure no. 2). In this direction, the results develop a complex data and concepts analysis by identifying more other twenty items used in the online context of discussion for the topic of "human population" here including (selection of topics): "population", "habitat", "change", "protection", "relationship", "help", "life", "world", "process", "global", "history", "impact", "earth", "growth", "evolution" etc. (Figure no. 2).
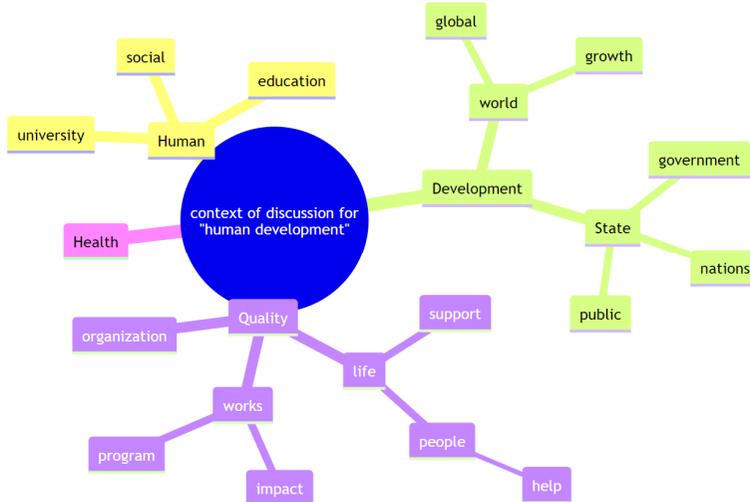

Figure no. 2. Flow chart for "human population" using the context of discussion of online monitoring data provided by Brand24 and Mermaid Live Editor (v10.8.0 – mermaid.live)

The third figure individualizes the network analysis for the concept of "human development" tracking the popularity in the context of discussion for the topic of "human development" and also identifying the level of interest for more than fifteen sub-topics as follows: "human", "development", "state", "public", "nations", "government", "quality", "organization", "health", "support", "life", "growth", "education", "university", "program", "impact" etc. (Figure no. 3).

Figure no. 3. Flow chart for "human development" using the context of discussion of online monitoring data provided by Brand24 and Mermaid Live Editor (v10.8.0 – mermaid.live)

The fourth figure (Figure no. 4) tracks particular topics in the area of "public health" and related items by associating a complex conceptual framework based on more than fifteen keywords namely: "environment", "education", "right", "people", "pandemic", "risk", "crisis", "challenge", "time", "community", "human", "individual", "impact", "policy", "state", "system" etc. (Figure no. 4).
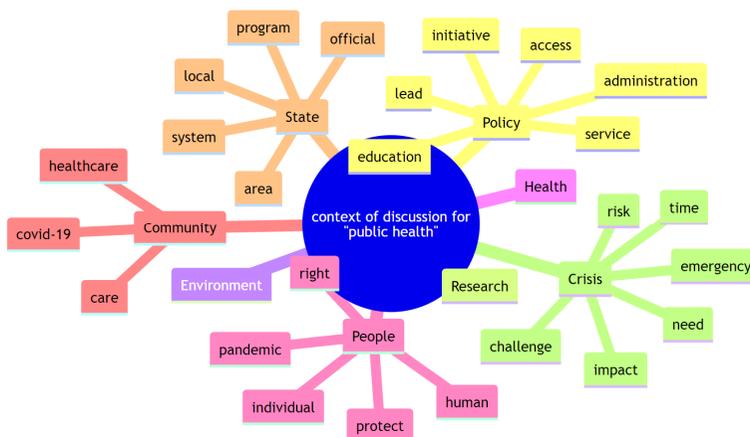
Figure no. 4. Flow chart for "public health" using the context of discussion of online monitoring data provided by Brand24 and Mermaid Live Editor (v10.8.0 – mermaid.live)

4. Conclusions

The summary of finding reveal a complex overview of the analysis of the social media monitoring tools as displayed by the online platform Brand24 by targeting the important trends, social media impact and identifying the emergent trends during the monitoring period of ninety two days. Following the results and findings as provided by the four tables, the analysis discusses the ascending trends of the majority of topics in the area of demographic and human development conceptual framework highlighting the significant insights of the Table 1 ranging around 38000 mentions for the topics of "population" (37413 mentions), "family" (38255 mentions), "wellness" (37947 mentions), "households" (36929 mentions) and "happiness" (37392 mentions). For the social media mentions, the key insights emphasize the implications of the following results for the topics of "wellbeing" (11790 results), "wellness" (15727 results) and happiness (17447 results).

The results of the findings of the two metrics (mentions and social media mentions) are of particular importance consider the need for further formal strategies, social policies, actions and programs, as well as decision-making strategies. The findings also suggest further research areas approaching the broader context of social media context of discussion and the refinement of the network analysis of concepts using online program Mermaid Live Editor (v10.8.0 – mermaid.live). Moreover, based on the online monitoring datasets, the two parts of the research emphasize the increased interest of the public towards the selected topics by identifyng the highest interests and scores and leveraging the various results of the online presence meeting the KPIs settings as registered by the three tables. Furtheremore, the three figures generate varous conceptual linkages established between the selected topics and related concepts addressing the main areas of concern ("quality of life", "human population", "human development" and "public health") (Figure no. 1, Figure no. 2, Figure no. 3, Figure no. 4). In conclusion, the research provide the relevant findings for the research of the demographic and human development topics by emphasizing the observed online trends and the patterns of the context of discussions in online environment.

Authors' Contributions:

The authors contributed equally to this work.

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