



CARMA



# Shangri-La Dialogue 2025

ONLINE & SOCIAL MEDIA ANALYSIS  
BY CARMA

## Executive Summary

The IISS Shangri-La Dialogue is a unique platform where government officials, business leaders, and security experts around the world come together to address pressing regional security concerns.

In this overview, we explore the key editorial and social media themes, sentiment trends, and notable leaders mentioned.

## Methodology

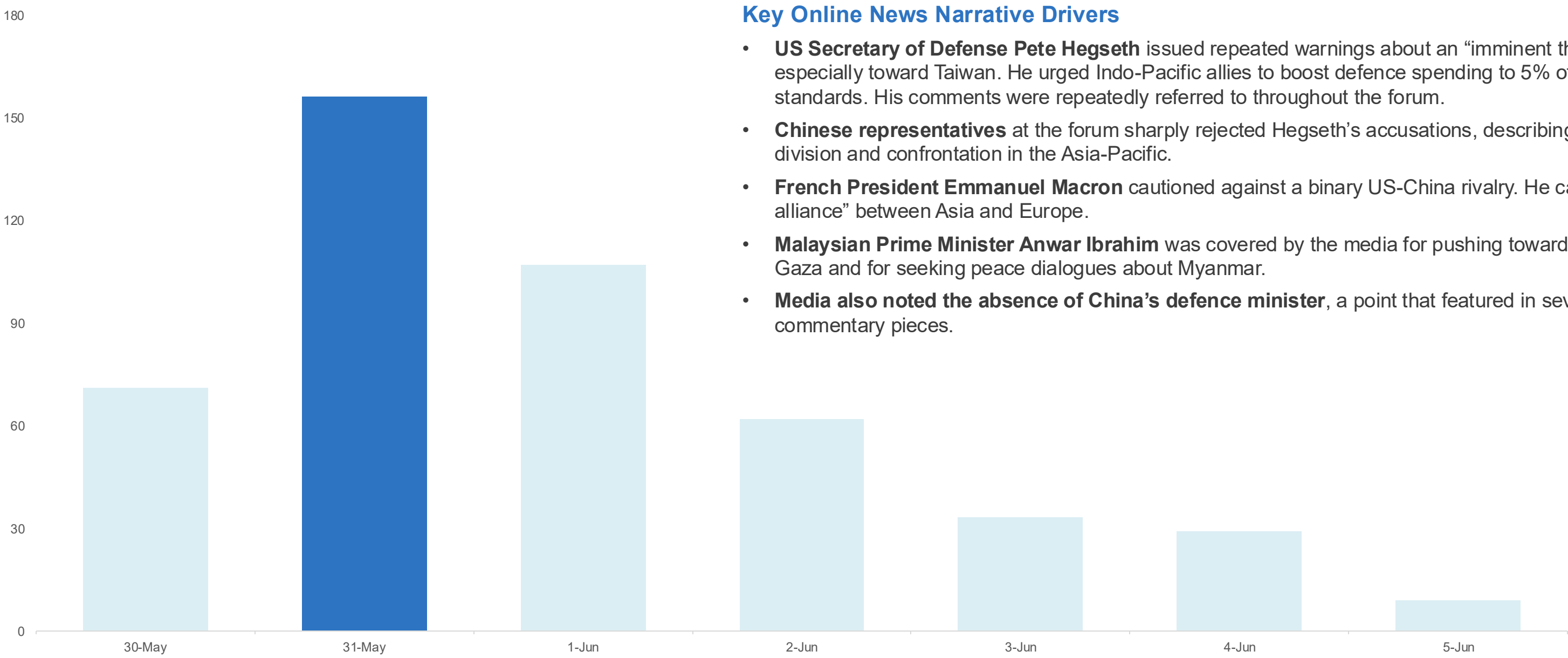
The analysis focused on global social media accounts and online media across Asia, UK and US. In Asia, we analysed media outlets from China, Hong Kong, Indonesia, Japan, Malaysia, The Philippines and Singapore.

Relevant keywords related to the event, key geopolitical topics, high profile attendees, were selected for analysis.

Social Media: X, Facebook, Online discussion forums (Reddit & EDMW HardwareZone)

Time period covered: May 30 - June 5

# Global media outlets heavily reported on escalating geopolitical tensions, rivalries, regional alliances, and calls for diplomatic solutions.



Key Online News Narrative Drivers

- **US Secretary of Defense Pete Hegseth** issued repeated warnings about an “imminent threat” from China, especially toward Taiwan. He urged Indo-Pacific allies to boost defence spending to 5% of GDP, in line with NATO standards. His comments were repeatedly referred to throughout the forum.
- **Chinese representatives** at the forum sharply rejected Hegseth’s accusations, describing the US as instigating division and confrontation in the Asia-Pacific.
- **French President Emmanuel Macron** cautioned against a binary US-China rivalry. He called for a “positive new alliance” between Asia and Europe.
- **Malaysian Prime Minister Anwar Ibrahim** was covered by the media for pushing towards a decisive action on Gaza and for seeking peace dialogues about Myanmar.
- **Media also noted the absence of China’s defence minister**, a point that featured in several articles and commentary pieces.

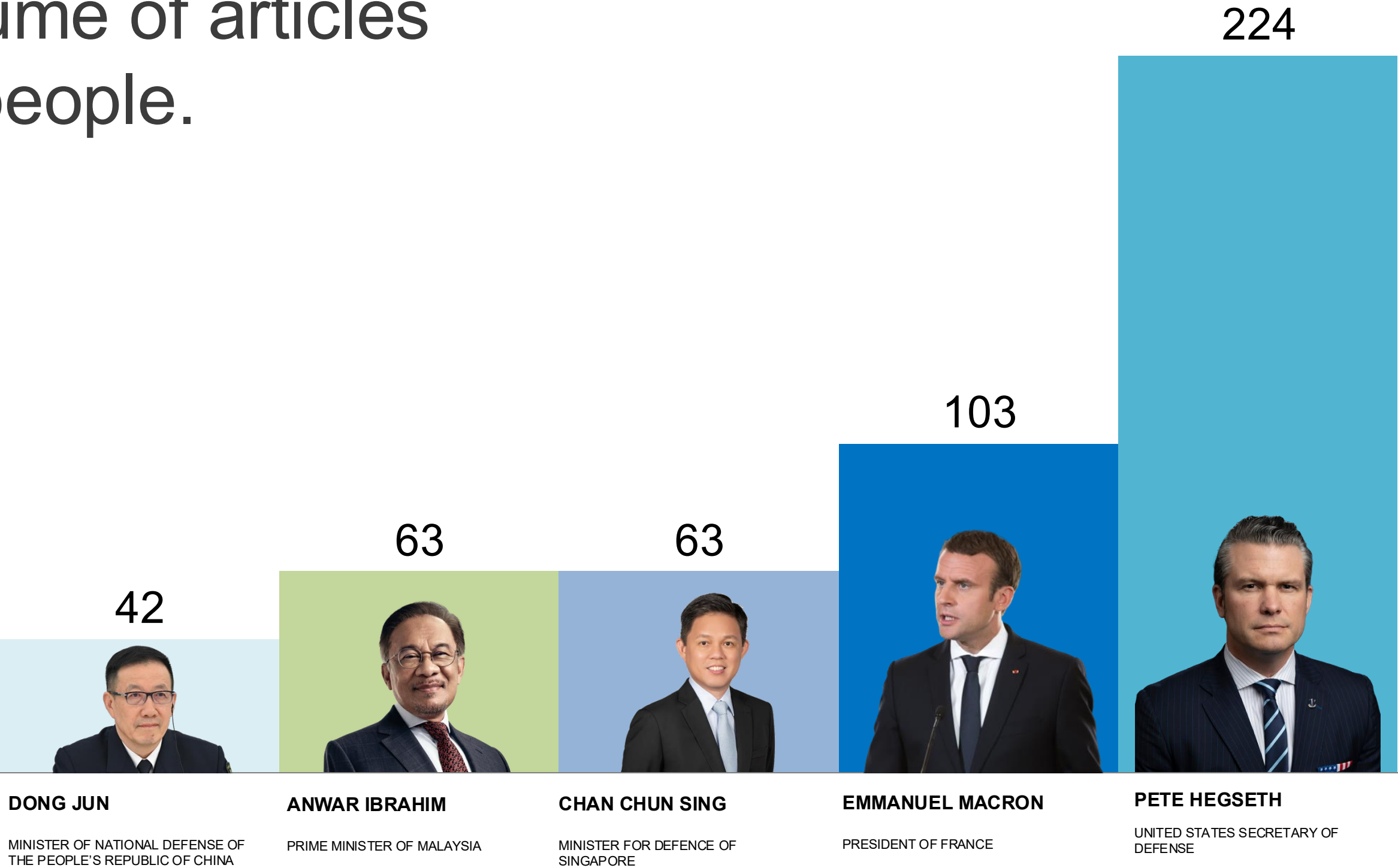
# United States Secretary of Defense Pete Hegseth led in volume of articles mentioning key spokespeople.

At the Shangri-La Dialogue, US Secretary of Defense Pete Hegseth delivered a speech warning of an “imminent” military threat from China, citing its growing assertiveness around Taiwan and in the South China Sea.

Media coverage focused on Pete Hegseth’s sharp rhetoric towards China, his message of regional commitment, and the absence of China’s Minister of National Defense Dong Jun. Dong Jun’s non-attendance raised questions and drew media attention.

French President Emmanuel Macron was the second most mentioned figure, following his call for a stronger Europe-Asia alliance.

Singapore’s Defence Minister Chan Chun Sing and Malaysian Prime Minister Anwar Ibrahim were also covered for their emphasis on international cooperation in security and economic matters, particularly within ASEAN.



 Volume of Articles

Among global leading media outlets, **Singaporean media published the highest volume of articles** on the Shangri-La Dialogue 2025.



31%  
Singapore

Media highlighted **Singapore's balancing act as a host and mediator**.  
  
Singaporean outlets reported on ASEAN and regional countries' attempts to maintain strategic autonomy.



28%  
Malaysia

There was a strong emphasis on **Prime Minister Anwar's positioning of Malaysia as a neutral player**.  
  
Malaysian media repeatedly covered PM Anwar's stance on ASEAN centrality, rejecting militarisation, and promoting principled diplomacy.



20%  
Hong Kong

Hong Kong media reflected **Chinese government responses to remarks by the US**, particularly criticisms of the "China threat" narrative.



13%  
Phillipines

A strong media spotlight was put on Defense Secretary Gilberto Teodoro, who was consistently portrayed as **assertive towards confronting Chinese influence**.



8%  
China

Coverage by Chinese media was **defensive** due to the US & Filipino portrayals of China during the Shangri-La Dialogue.

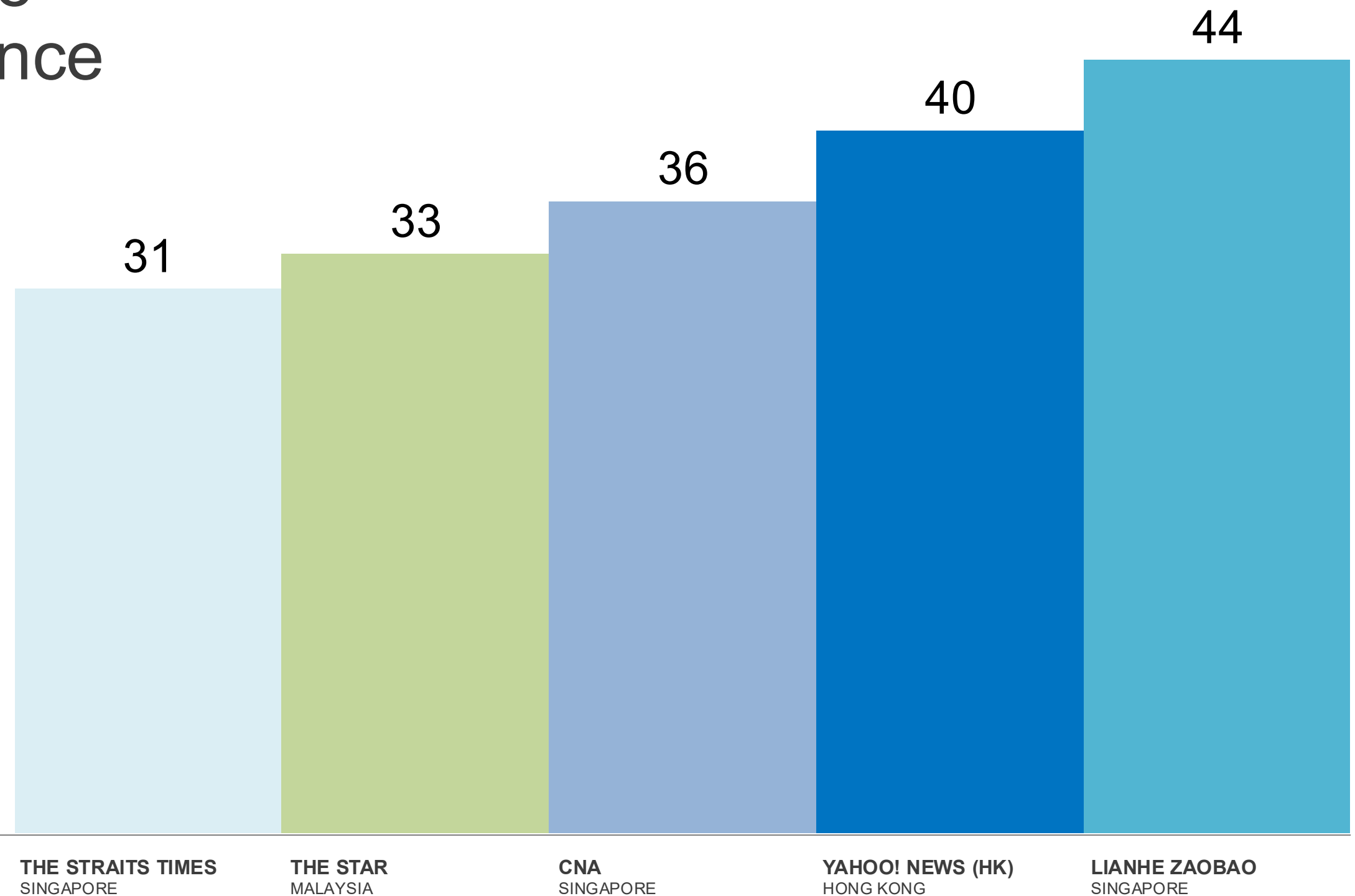
# 30% of Lianhe Zaobao's Shangri-La Dialogue Coverage Focused on Singapore's Defence Minister Chan Chun Sing

Lianhe Zaobao's coverage focused on key regional security issues, including Taiwan and the South China Sea.

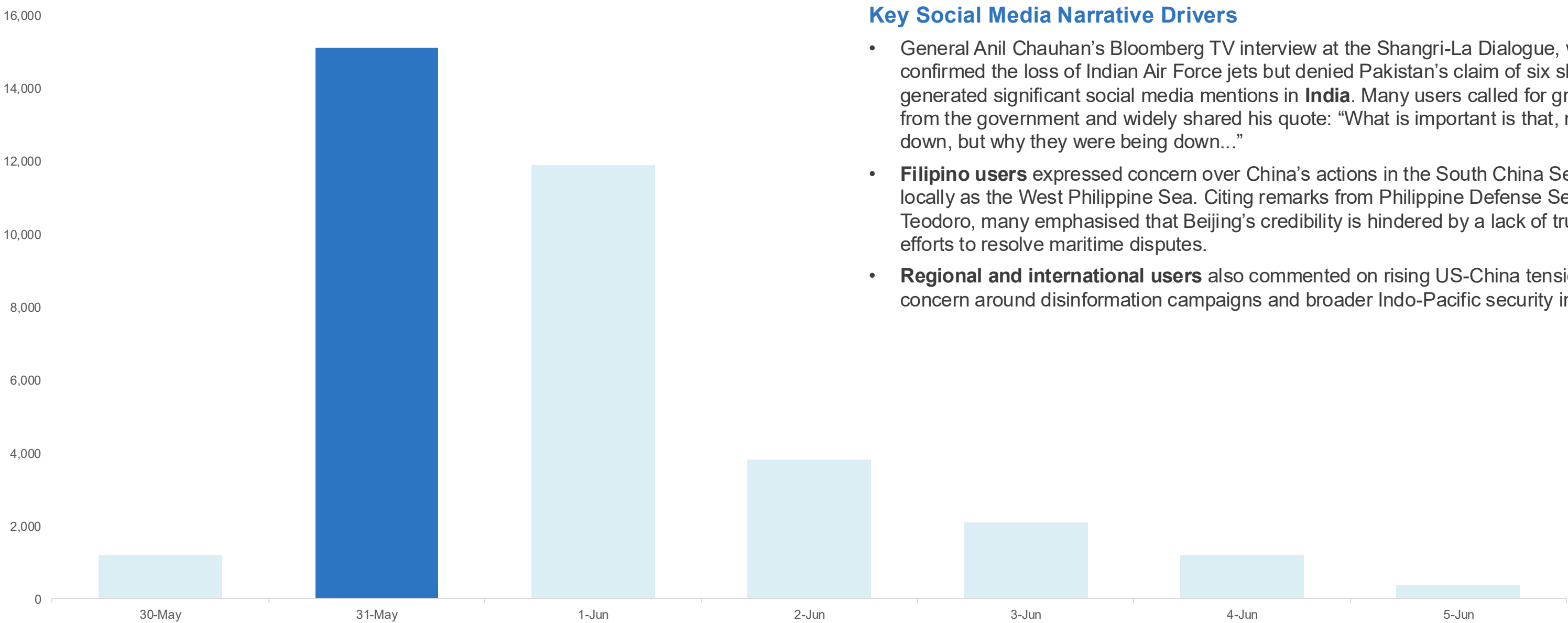
The outlet highlighted Chan Chun Sing's remarks on the importance of engaging with China and understanding its perspective. He urged China to use forums like the Shangri-La Dialogue to clarify its stance if it feels misunderstood.

On Taiwan, Chan cautioned against framing the issue as simply a conflict between democracy and autocracy or drawing comparisons to Ukraine.

Editorial opinion pieces on Lianhe Zaobao explored how forums like the Shangri-La Dialogue are vital for open communication, especially for smaller nations like Singapore to assert their autonomy and promote stability through dialogue.



The peak in social media mentions was driven by reactions to media coverage of rising tensions between China and countries like the US and the Philippines.



Key Social Media Narrative Drivers

- General Anil Chauhan’s Bloomberg TV interview at the Shangri-La Dialogue, where he confirmed the loss of Indian Air Force jets but denied Pakistan’s claim of six shootdowns generated significant social media mentions in **India**. Many users called for greater transparency from the government and widely shared his quote: “What is important is that, not the jet being down, but why they were being down...”
- **Filipino users** expressed concern over China’s actions in the South China Sea, also referred to locally as the West Philippine Sea. Citing remarks from Philippine Defense Secretary Gilberto Teodoro, many emphasised that Beijing’s credibility is hindered by a lack of trust, complicating efforts to resolve maritime disputes.
- **Regional and international users** also commented on rising US-China tensions, with particular concern around disinformation campaigns and broader Indo-Pacific security implications.

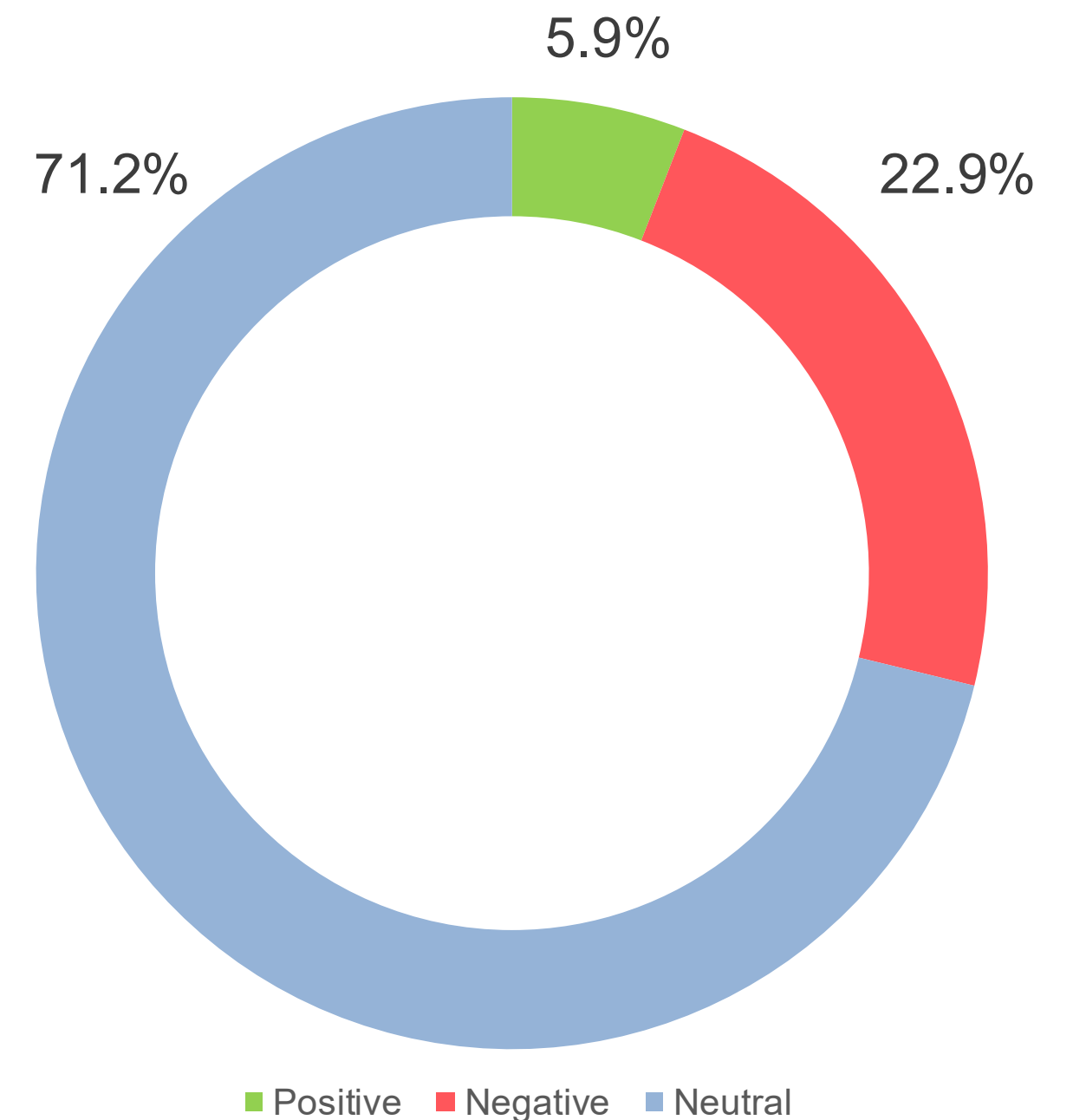
# More than a fifth of social media discussions about the Dialogue were negative due to ongoing worldwide disputes and conflicts.

## Positive

- Netizens highlighted defence collaborations among countries like the US, UK, Philippines, Australia, Singapore, and Japan, noting joint military exercises and technological developments as key examples. Some described these partnerships as 'exemplary' strategies.
- Singaporean Prime Minister Lawrence Wong and Philippine Secretary of National Defense Gilberto Teodoro emphasised the importance of ASEAN unity and maintaining regional peace and stability.
- The launch of the Singapore–France Comprehensive Strategic Partnership, which expands cooperation across various sectors, also gained traction on social media.

## Negative

- Netizens raised concerns about misinformation on the South China Sea and India-Pakistan tensions. Indian users accused some media, including Bloomberg TV, of spreading fake news that undermined the military and national morale.
- Online posts circulated around Secretary Gilberto Teodoro and others actively countering false narratives promoted by alleged journalists and Chinese media.
- Global ongoing conflicts (Ukraine, Gaza, Myanmar, Sudan) were frequently mentioned online. Within France, many users noted divisions over Gaza, with some questioning Emmanuel Macron's stance and the lack of unified support.

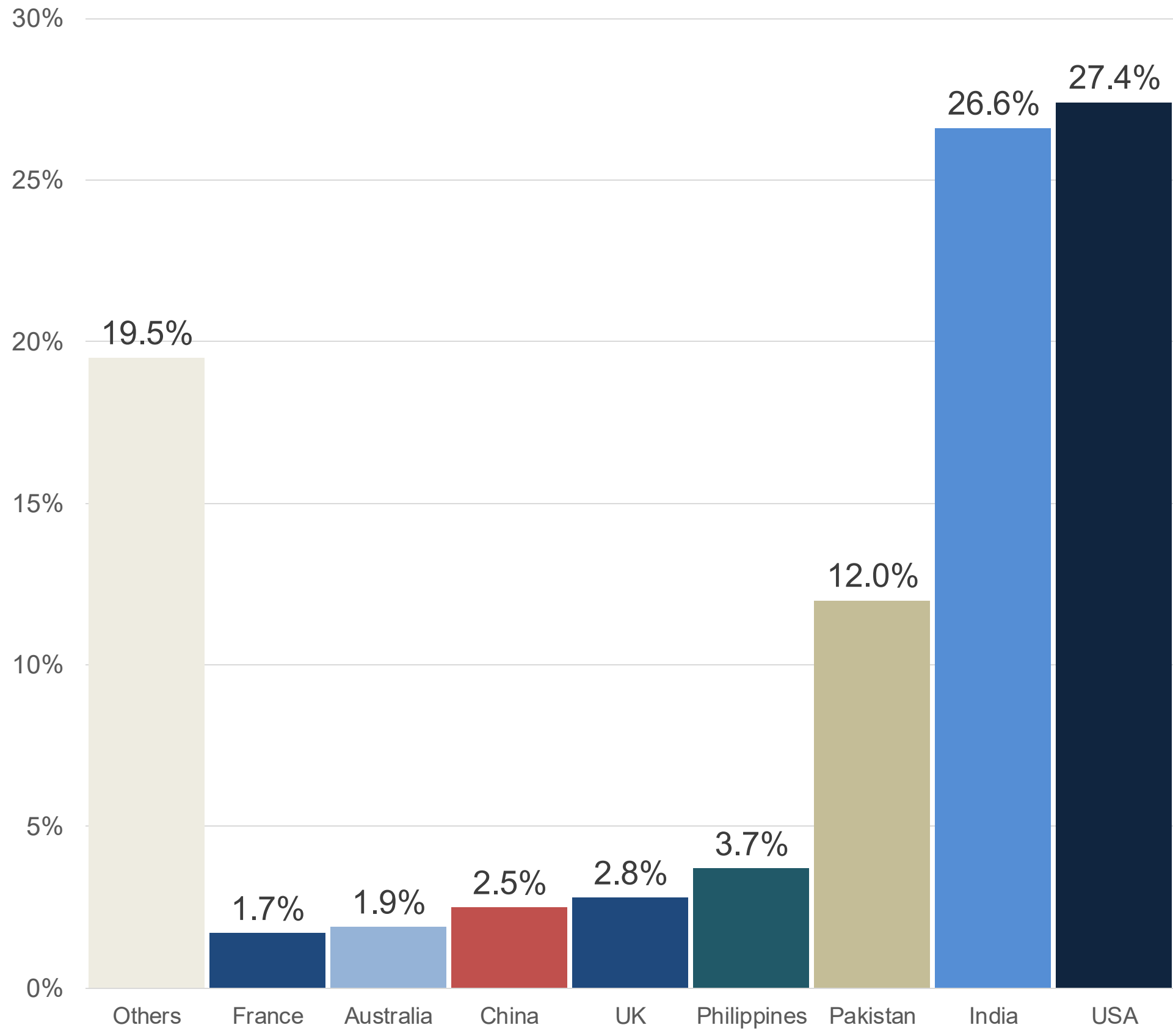


Although Singaporean media outlets published the most articles, India led social media mentions in Asia.

In both the US and the Philippines, netizens discussed claims that China was spreading false narratives about the Shangri-La Dialogue and the West Philippine Sea.

Indian social media users highlighted French President Emmanuel Macron’s plans to expand security partnerships with India and to develop a new Indo-Pacific strategy. There were also significant mentions of the alleged loss of Indian fighter jets in clashes with Pakistan.

Netizens in China focused on tensions with the US, remarks by Filipino officials, and statements made by US Secretary of Defense Pete Hegseth. Users made posts supporting Chinese journalists and claiming that they did not have an official at the Dialogue this year as the US "sent a clown".



# Posts by GIBO Teodoro PH saw the highest level of engagement from users.



**GIBO Teodoro PH**  
Official Facebook Account of  
Philippine Secretary of National Defense Gilberto Teodoro

**Armed Forces of the  
Philippines**

**Bloomberg TV**

**CNA**

**Lawrence Wong**

77.4K

ENGAGEMENTS

36.8K

ENGAGEMENTS

24.2K

ENGAGEMENTS

21.9K

ENGAGEMENTS

14.1K

ENGAGEMENTS

7.6M

REACH

2.7M

REACH

2.5M

REACH

66.3M

REACH

1.5M

REACH

30

POSTS

4

POSTS

3

POSTS

16

POSTS

5

POSTS



# Let's keep the conversation going...

This report provides just a small snapshot of how we work with our clients around the world, providing clarity around communication efforts. If you'd like more information on how we could work with you, please get in touch – [sales@carma.com](mailto:sales@carma.com)

CARMA is a global media intelligence firm providing insights through monitoring and analysis of earned media coverage and social media conversations. With advanced analytics capabilities and integrated market research, CARMA brings clarity and insight to the complex media landscape, helping thousands of organisations understand and shape their media narrative.

Discover CARMA's suite of solutions, our team of analysts, and the work we do.

## Thank You

[visit carma.com](https://carma.com)

