Current Data analytics provided by Enodo Global out of Washington DC

Please find below data analytics from online and social media discussions following the District Court Judge granting Kellogg's a temporary injunction against striking union workers on November 29, 2021.

You and the union have public support and are in an excellent position to go on a social media blitz—attack Kellogg's. Make a public statement ASAP before the momentum wanes.

Bottom Line: There is overwhelming support for Kellogg worker's plight and many (78% of all discussions) view the Judge's ruling as an unfair decision that hurts the hardworking union worker, especially around Thanksgiving and the winter months. Mainstream journalists outside the U.S. (e.g. The Guardian's Michael Sainato's Tweet) have shared personal accounts and stories written by Kellogg workers and their family members, generating massive interest (e.g. Sainato's Tweet received 20.3K Retweets, 686 Comments, and 45.5K Likes). Since the Judge's ruling was published November 29th on KETV, there has been a 278% increase in the number of mentions related to Kellogg and a 427% increase in mentions of Kellogg union workers. Negative sentiment toward Kellogg has increased by 14% in the past 24 hours and positive sentiment toward union workers has increased by 24% during the same period.

1. Topic Modeling: Identified topics related to Kellogg in the past 24 hours, between November 29 and November 30, 2021.

- Unfair Ruling [57%]
- Boycott Kellogg's [24%]
- Union worker families [11%]
- Other [8%]

2. Sentiment Analysis: Measured sentiment toward Kellogg's in the past 24 hours, between November 29 and November 30, 2021.

- Positive Sentiment = 3%
- Negative Sentiment = 88%
- Neutral Sentiment = 8%

3. Representative Narratives:

- "#1 Do not cross a picket line. That's a HUGE unwritten rule."

- "Unlike the Judge, a lot of people in Omaha support the Kellogg's workers."

- "My household stopped buying Kellogg's since the onset of the strike. May the workers prevail."