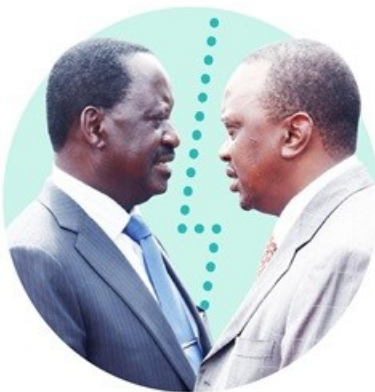


Kenya election annulment: What are Kenyans talking about?

Issued by [Meltwater](#)

5 Oct 2017

On 1 September, the Supreme Court announced that the [Kenyan elections](#), which had taken place on 9 August, had been annulled. Global media intelligence company Meltwater tracked and analysed the social media and online editorial mentions of both candidates, ODM's Raila Odinga and Jubilee's incumbent President Kenyatta, as well as surrounding conversations and trending themes. The data indicates that the sentiment of both candidates was mostly negative, mentions of the re-vote occurred in the US as well as Africa, and that "election hacking" was one of the most prominent trending themes.



 Meltwater

Kenya Elections 2017 | The Re-Vote

ONLINE MEDIA ANALYSIS

9 AUG 2017

Original Election Date

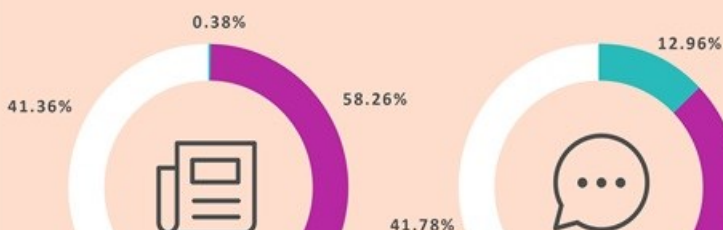


11 AUG 2017

Kenyatta Victory Announcement



SENTIMENT



EDITORIAL NEWS

SOCIAL MEDIA

45.26%

Positive Negative Neutral

Editorial news reporting of Kenyatta's victory was predominantly neutral, while social media showed similar levels of positive and negative reactions to the announcement.

1-20 SEPT
2017

Supreme Court Announce Election Annulment



Since the announcement, there have been over **15.000** social media references to "election hacking".

MEDIA EXPOSURE

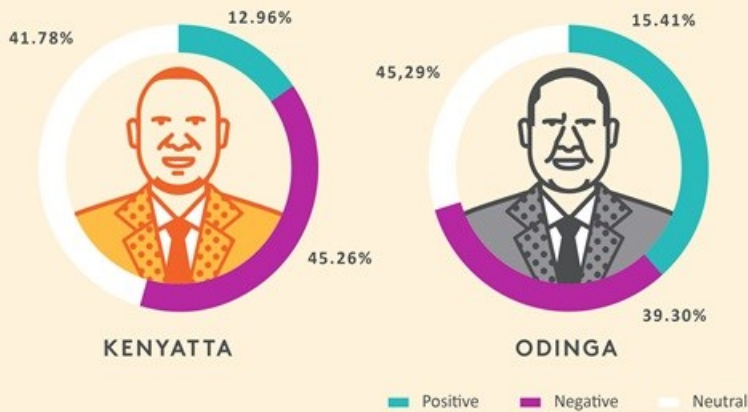


Uhuru Kenyatta has dominated the share of conversation across social media since the election was nullified.



Online news mentions for both candidates has been balanced since the beginning of September.

SENTIMENT



While the ratio of positive, negative and neutral comments for both candidates has been comparable, in terms of sheer volume, President Uhuru Kenyatta has seen more than double the negative social media feedback of Railia Odinga.

1 JULY 2017 - 13 SEPT 2017

What Else Are Kenyans Talking About?



CAMBRIDGE ANALYTICA

Cambridge Analytica, a strategic communications firm associated with President Donald Trump's presidential campaign, has also been a trending topic among Kenyans due to their reported role in President Kenyatta's election.



IEBC

The IEBC is the Independent Electoral Boundaries Commission – the independent agency behind Kenya's political voting processes. The IEBC announced the victory of Kenyatta.



FAKE NEWS

Mentions of fake news also trended on social media after reports of fake news and its impact on the outcome of the election circulated online. The IEBC has since warned against the spread of disinformation.



SUPREME COURT

The Supreme Court, the highest court within the hierarchy of each legal judiciary, nullified the results of the previous election and have since been the focus of online conversation.




AUSTRIA AND MALDIVES

Conversations discussing Kenya's position as the third country, behind Austria and the Maldives, to revoke election results have also trended across social platforms.

WHERE ONLINE ARE THESE

SOCIAL CONVERSATIONS HAPPENING?

 TWITTER



 FACEBOOK



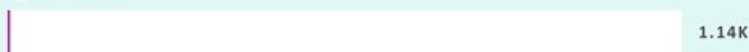
 COMMENTS



 YOUTUBE



 BLOGS



 FORUMS



WHERE IN THE WORLD IS THE KENYAN ELECTION BEING DISCUSSED THE MOST?



Conversations around the Kenyan Elections are occurring mostly in Kenya, with thousands of mentions also in South Africa, Nigeria, Kenya's bordering countries Tanzania and Uganda, as well as across the USA & Canada too.

BROUGHT TO YOU BY:



▪ **Springboks media coverage at the RWC 2023** 2 Nov 2023

▪ **How to use technology to prepare for Black Friday** 1 Nov 2023

▪ **B2B and TikTok - more compatible than expected?** 5 Sep 2023

Meltwater



Stay on top of billions of online conversations, extract relevant insights, and use them to strategically drive brand perception.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>