Kenya election annulment: What are Kenyans talking about?

Issued by Meltwater

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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.





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

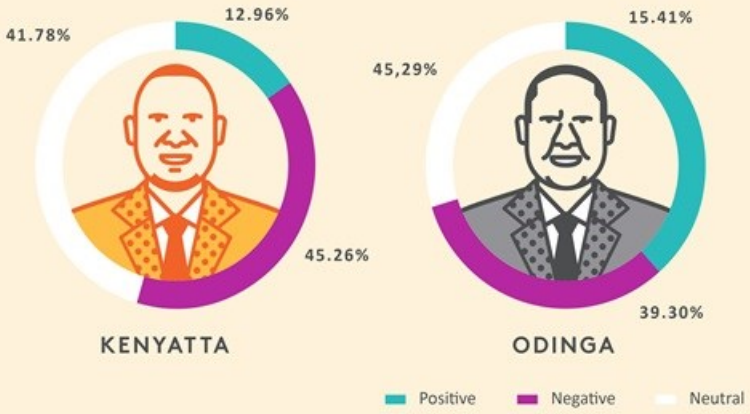


Uhuru Kenyatta has dominated the share of conversation across social media since the election was nullified.



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.

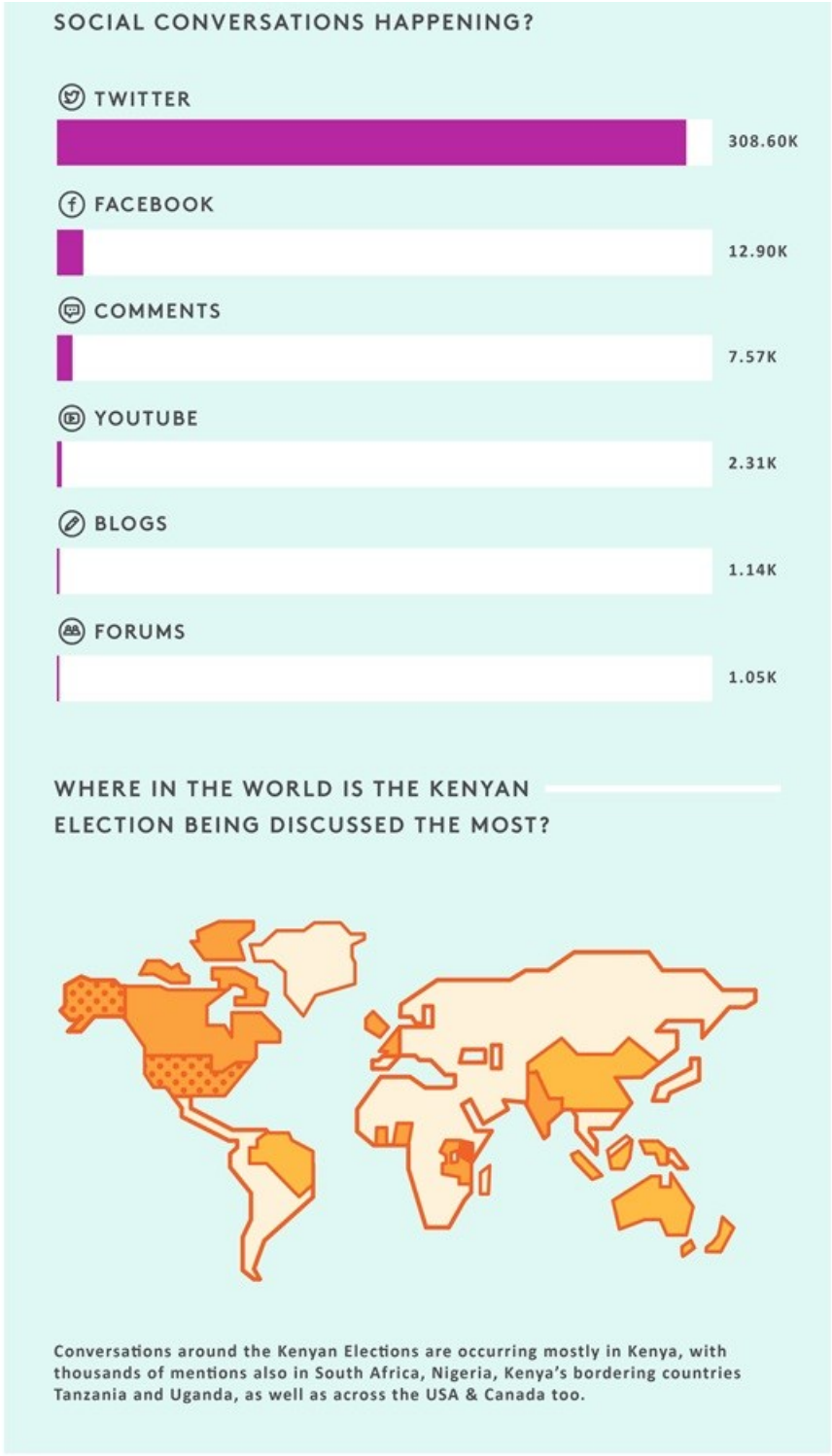
SUPREME COURT

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.

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