

Ask ENODO: Sterlite Copper



“Although #SterliteCopper has been rolling out social schemes and CSR initiatives, families of victims in the #ThoothukudiMassacre are still in fear” (Indian Express, [Twitter](#))

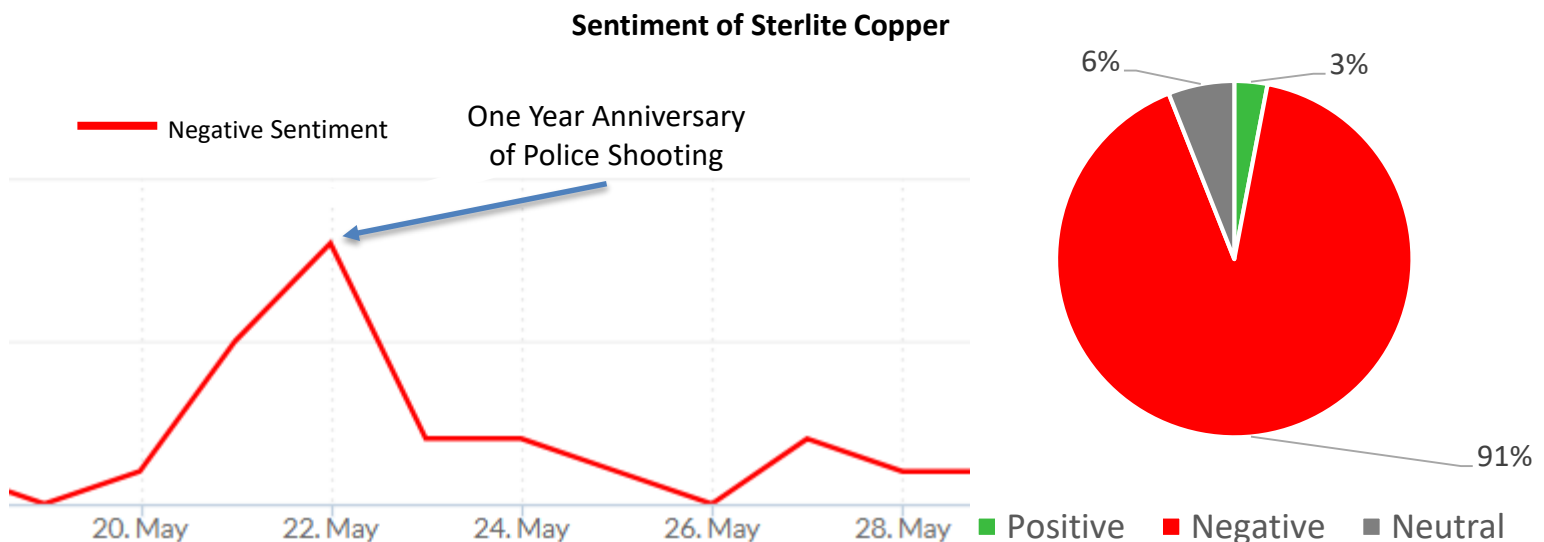
“What is public sentiment toward Sterlite Copper following the First Anniversary of the May 22, 2018 police shooting?”

Key Findings

- Negative public sentiment associated with Sterlite Copper is at an all-time high (91%)
- Thoothukudi citizens do not believe Sterlite Copper has a plan or clear solution to re-open the plant
- Citizens are concerned that they and their families will suffer economically if the plant remains closed indefinitely

Sentiment Analysis

- There was an 800% increase in negative public sentiment in the days leading up to May 22nd – the first anniversary of the police shooting
 - Families of victims are making emotional appeals toward Sterlite Copper to request compensation
 - External influencers (e.g. non-governmental organizations, celebrities, etc.) are shaping public sentiment and exacerbating negative sentiment



Data Analytics

ENODO analysts collected and analyzed 21,365 Twitter posts, 19,780 Facebook posts, 12,698 Instagram posts, 10,698 YouTube comments, 9,668 news websites, and 5,321 blogs in Tamil and English to measure public sentiment in Thoothukudi’s online discussions associated with the May 22nd anniversary of the police shooting of Sterlite Copper protestors.



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