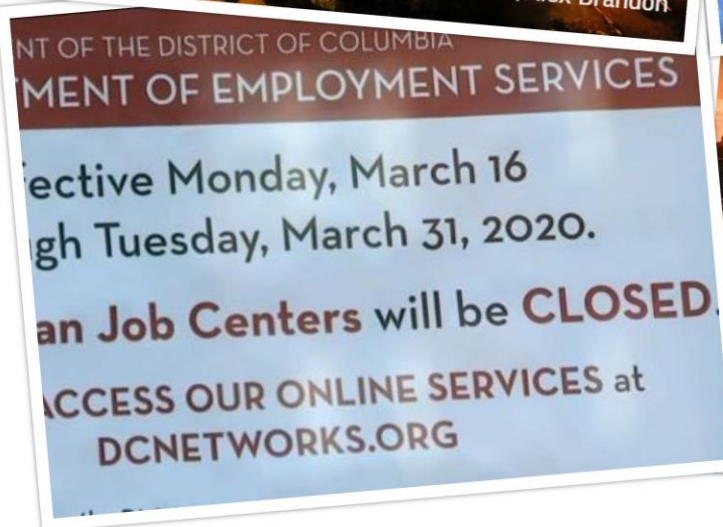
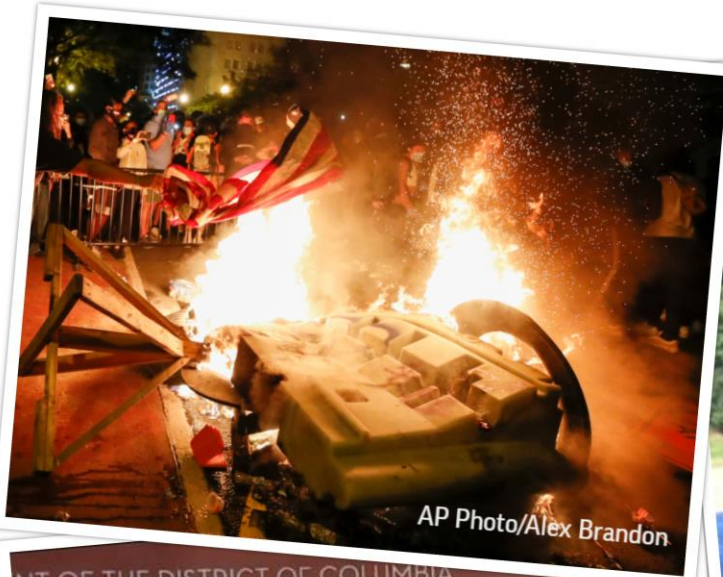


# George Floyd Protests



*“These protests are absolutely for the justice of George Floyd, but there is definitely an element that relates to COVID-19, how it was handled, the growing unemployment and general uncertainty, especially in most minority communities.”*

@MysticDistance [Twitter](#)

***“This is absolutely out of control and not a demonstration of a free protest this is not gonna help anybody at this point. Jobs, businesses, and economy are all lost now.” @realMarcoAmador, [Twitter](#)***

## Overview

The tragic killing of [George Floyd](#) on May 25, 2020 sparked a chain of protests and riots across the country. The extent of these activities being greater in magnitude than similar events (e.g., [Ahmaud Arbery](#) and [Breonna Taylor](#)) due to unresolved grievances centered around perceived social injustices, police brutality, racial inequality, and [wealth work](#) that were accelerated by the negative impacts of the Coronavirus crisis (e.g. unemployment and social distancing). This report examines the narratives found in social media discussions that underpin social tensions and foment unrest. Moreover, it uncovers the reasons behind the protests and delivers insights for political and business leaders to create effective communications that address stakeholders' grievances.

## Key Findings

- Underlying social tensions buttressed by anxiety and fear dominate online discussions and illustrate how George Floyd’s death became a catalysts for unresolved grievances to manifest into violence
  - COVID-19, security, the economy, and disruptions to businesses and normal everyday life caused by riots dominate online discussions
  - Only 7% of discussions mention racial inequality and police brutality
  - Less than 2% of discussions are directly linked to George Floyd
- National and regional discussions are disjointed—differing significantly in topics and content across cities and states
  - News outlets and socioeconomic elite focused on racism, the upcoming presidential election, and the future of democracy in the U.S.
  - Average citizen focused on COVID-19, security, individual rights, and the impact of riots on individuals, small businesses, and communities
- Key influencers are shaping public opinion—amplifying existing social tensions and fomenting unrest to support their agendas
  - 52% of all discussions were posted by fake accounts

***“The insurance bill for damage and looting during protests over George Floyd's death will be at least \$25 million — and that's just in Minnesota”***

*Wall Street Read, [Twitter](#)*

## Data Analytics

ENODO analysts conducted topic modeling and measured public sentiment from 902,678 Instagram posts, 878,137 Twitter posts, 537,164 Facebook posts, 402,567 news websites, 324,897 YouTube videos and comments, 134,102 RSS feeds, and 87,465 blogs from May 3<sup>rd</sup> to June 2<sup>nd</sup>, 2020 to produce this Social Risk Analysis.

## Sentiment Analysis

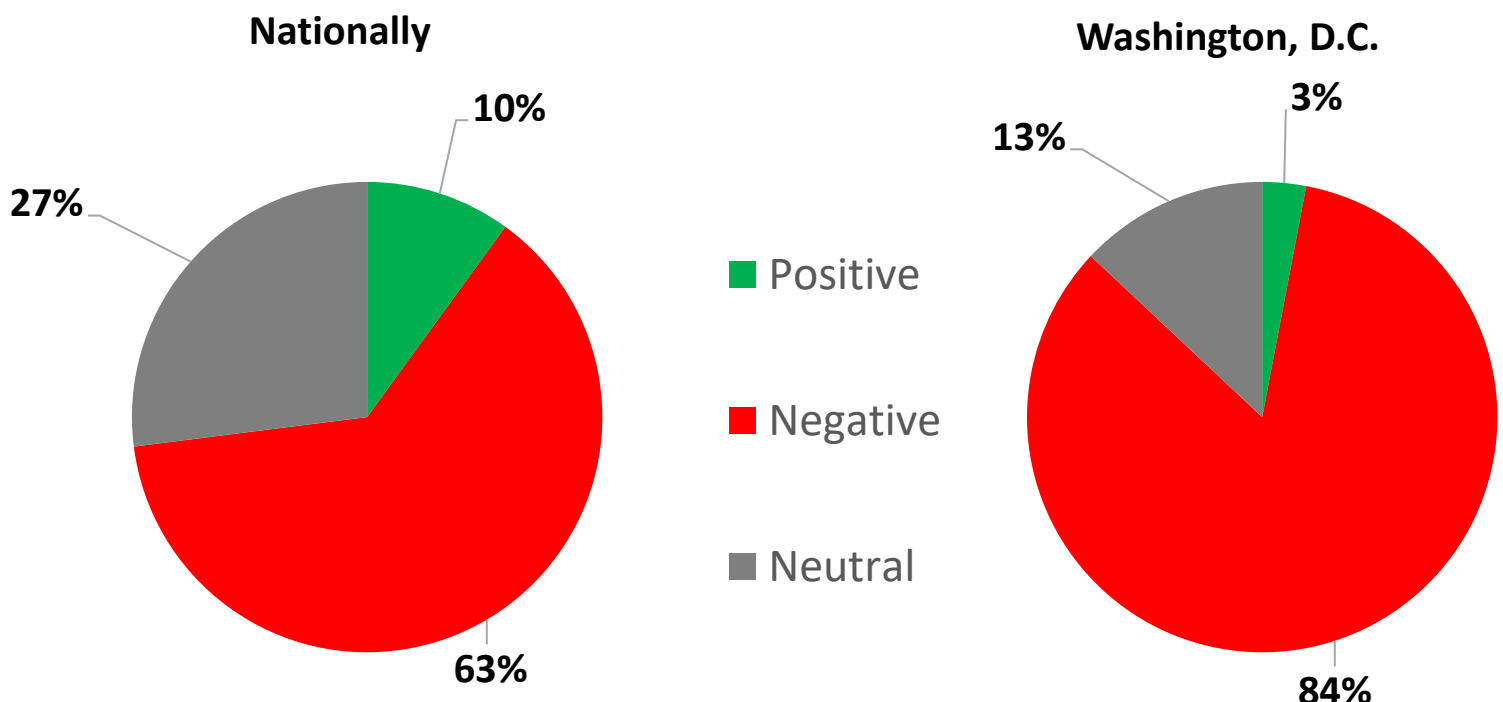
Compared public sentiment from online discussions associated with the George Floyd protests across the nation and in Washington D.C.

### Nationally:

- Negative sentiment (63%) was primarily due to activist groups mobilizing support online (e.g. Hashtags #BlackLivesMatter, #BlackOutTuesday)
- Neutral sentiment (27%) attributed to areas outside metropolitan centers that are unaffected by protests (e.g. Midwest and Mountain West)

### Washington, D.C.

- Negative sentiment (84%) is primarily associated with national media coverage of D.C. protestors (e.g. looting and property damage in Northwest D.C. and attempts to breach the White House)



***“Senseless acts of anarchy are not exercises of First Amendment rights, they are crimes designed to terrorize fellow citizens.” Attorney General Barr***

## Topic Modeling: U.S.

Identified the top three (3) trending topics from online discussion across the U.S.

### Security

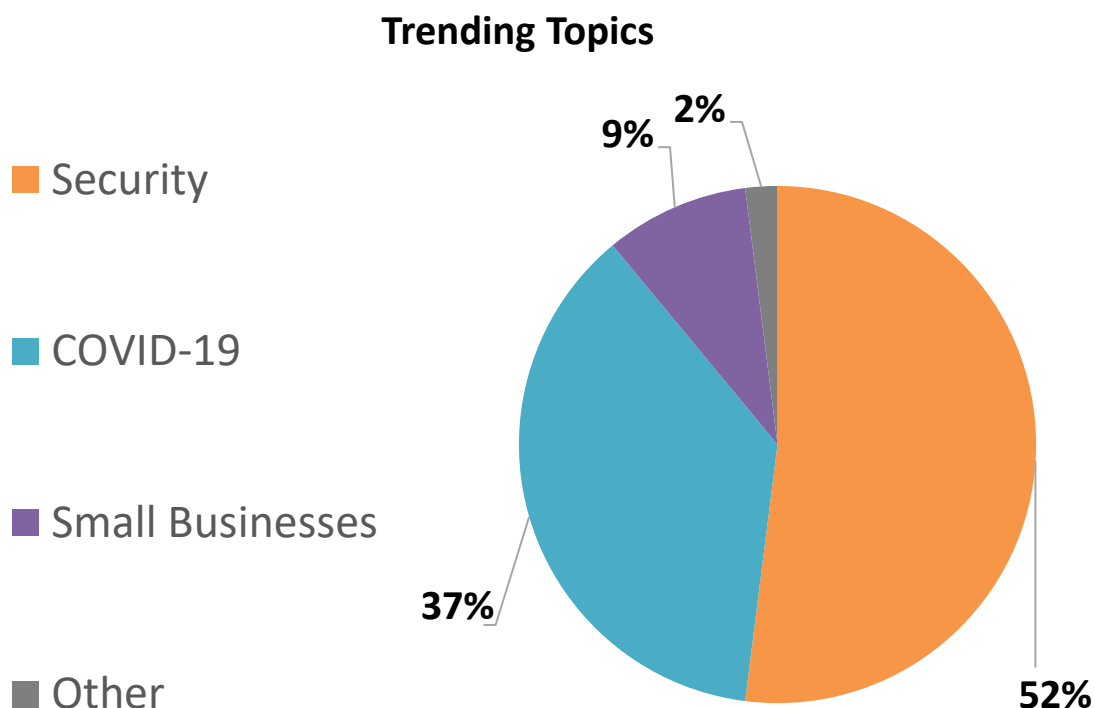
- 52% discussed the rise of violence and lawlessness in American cities
  - Keeping cities secure and protecting people during protests from elements that conduct unlawful acts

### COVID-19

- 37% were concerned with the increase in COVID-19 cases due to lack of social distancing during protests

### Small Businesses

- 9% were worried about the impact on small businesses particularly during the re-opening after the COVID-19 lockdown



***“There is a fake anon account out there now spreading lies and false news. If you see this stuff make sure you flag it. They’re trying to stir up more anger and protests by spreading lies.” Helloitskatiee, [Twitter](#)***

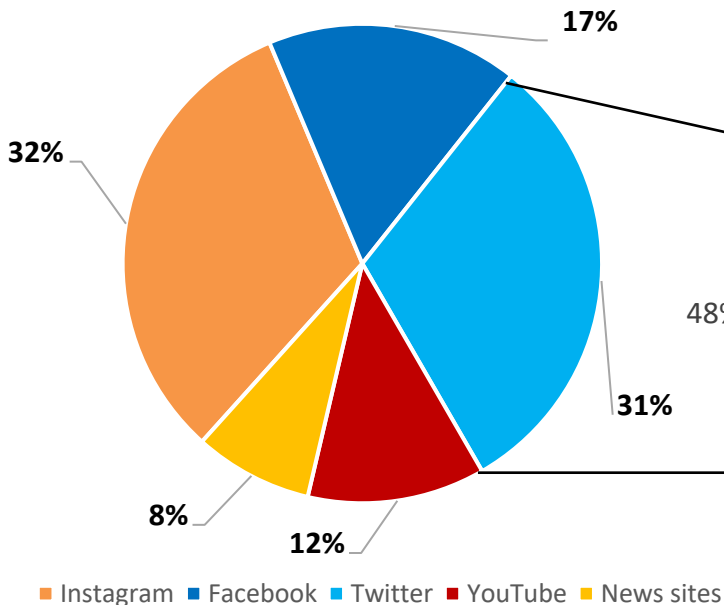
## Fake Accounts, Trolls, and Bots

- 52% of all Twitter discussions are fake accounts, trolls and bots
  - 621% increase in the past 48 hours
- Fake accounts are being used to influence social media discussions
  - 67% of messages support Black Lives Matter
  - 33% were against Black Lives Matter

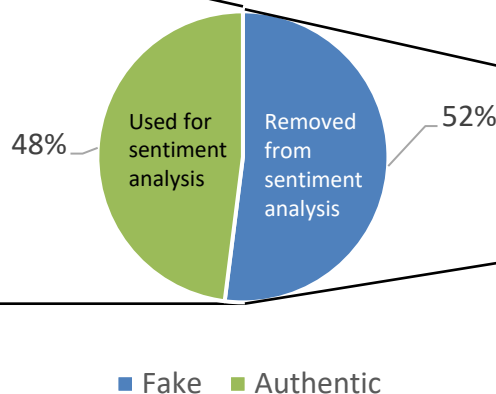
Fast Company Article reported on June 3, 2020



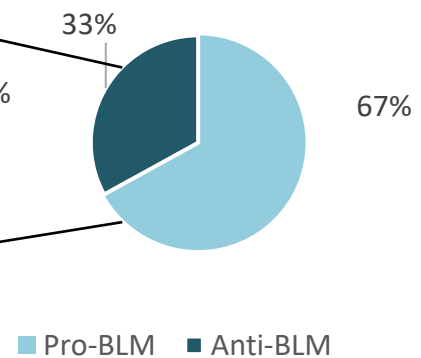
Social Media Use Per Platform



Share of fake Twitter accounts



Share of polarization within fake accounts



***“This is absurd!! They are taking over OUR CITY!! Do something @DCPoliceDept @MayorBowser to protect DC citizens and stop these military thugs!! They are infringing on the rights of DC citizens.” SulaCam, [Twitter](#)***

## Topic Modeling: Washington, D.C.

Identified the top three (3) trending topics from online discussion within the District of Columbia (D.C.)

### Small Businesses

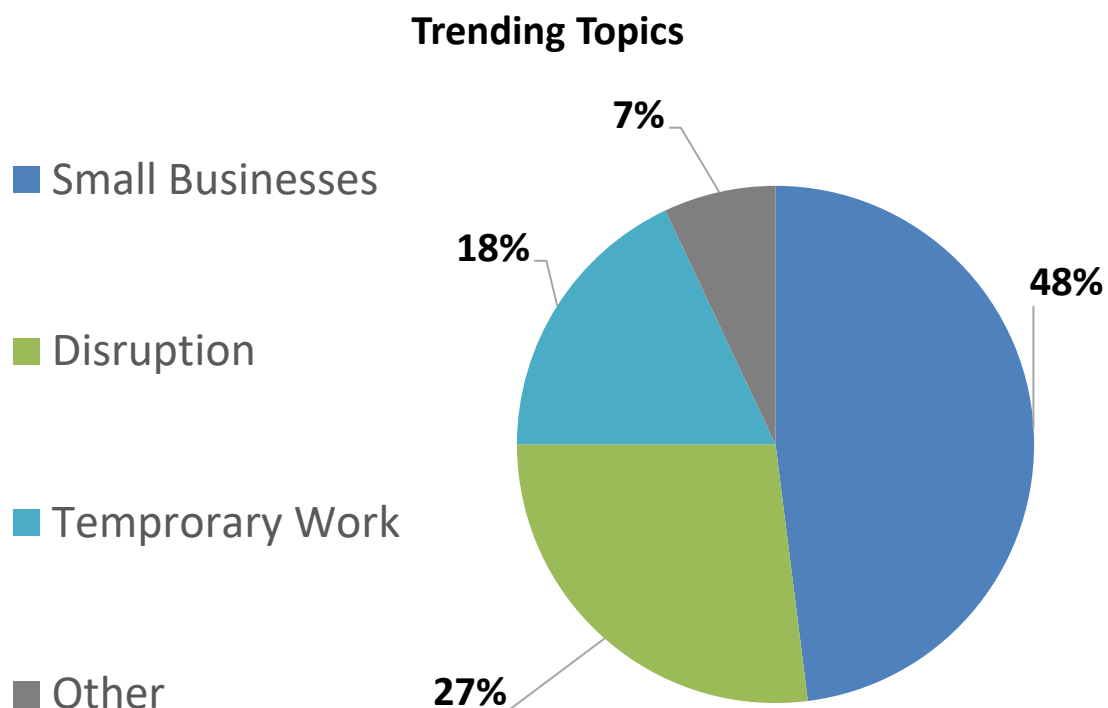
- 48% discussed the damage to small businesses as an unintended consequence of the protests

### Disruption

- 27% were worried about work disruptions and normal life following the riots

### Temporary Work

- 18% were concerned about the rising problems associated with income inequality and finding work (e.g. Uber driver, salons, etc.)



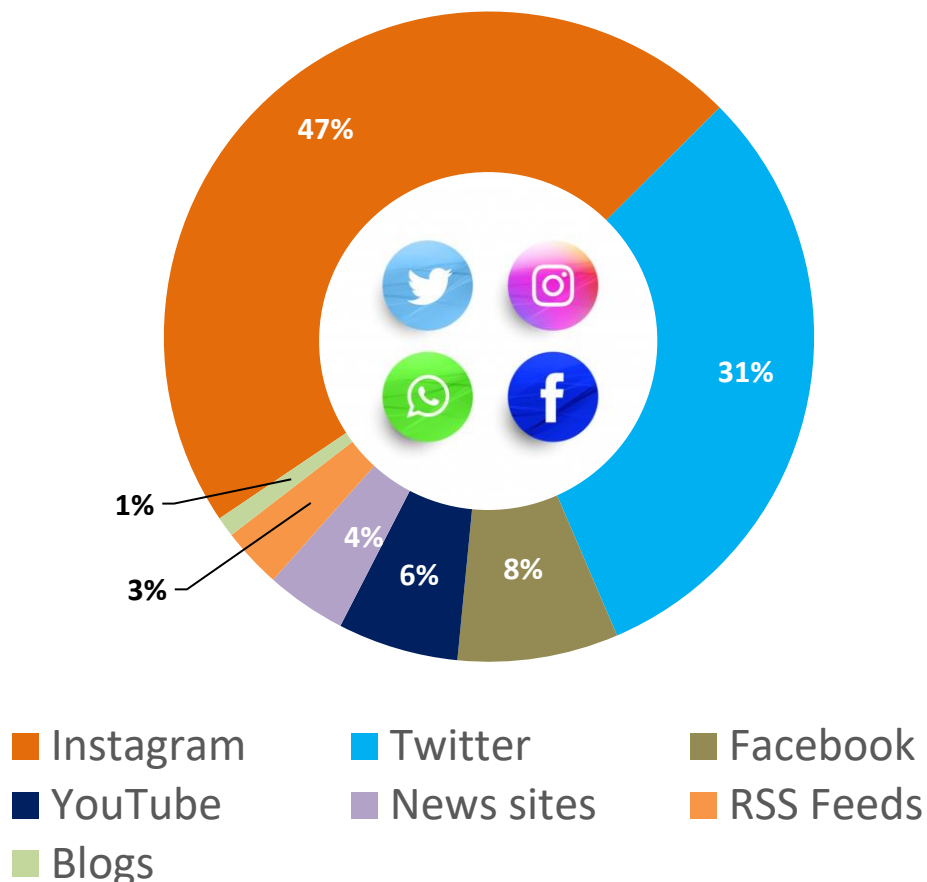
***“I've seen a lot of people using the protests as photoshoots for their social media and I'm just like ??”*** *Francesco Vento, [Twitter](#)*

## Social Media Distribution

Mapped the distribution of online discussions associated with the George Floyd protests in D.C.

- 47% of all discussions appeared on Instagram
  - 78% were posted by people who lived outside D.C.
- 31% of the protest related content appeared on Twitter
  - 52% contained messages about rising inequality and unemployment
- 8% of discussions appeared on Facebook
  - 72% were comments from [external influencers](#) (e.g. white nationalists, Russian trolls, Antifa)

**Content Distribution**

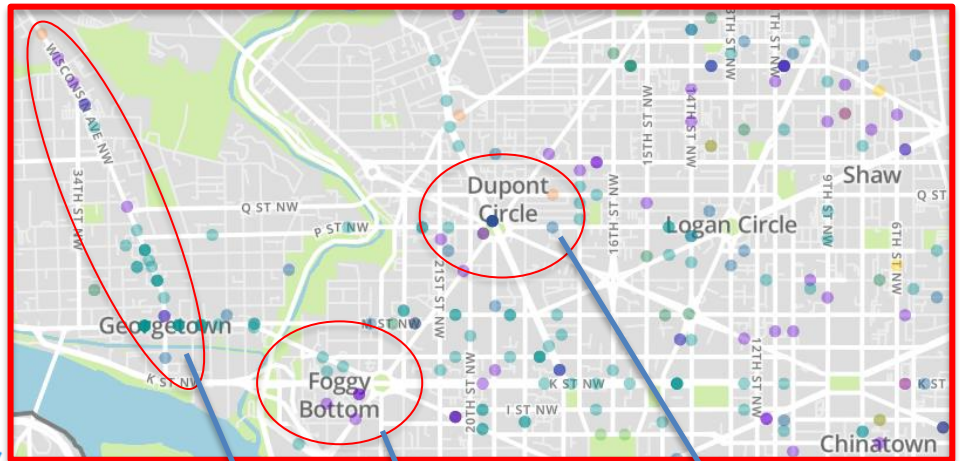
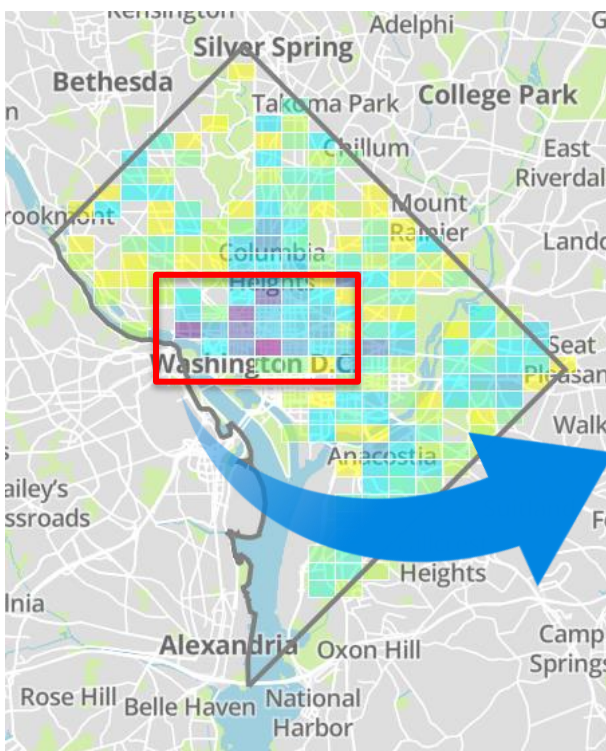


***“As I go through Snapchat, I see at least 23 different protests being counted on the map across the US. Not counting the ones that I have to zoom in close to get.”*** *Ginger Daile, [Twitter](#)*

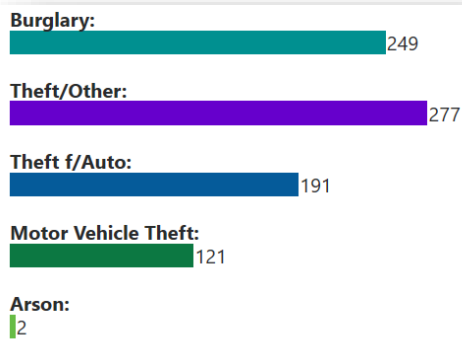
## Geographic Analysis

Online discussions during the protests were overlaid on a D.C. map using data from Metropolitan Police Department’s [Crime Cards](#):

- Analysis revealed the density of protest discussions correlates with reported incidents by the D.C. Metropolitan police
  - 73% of protests occurred in three regions in Northwest D.C. – Georgetown, Foggy Bottom, and Dupont Circle
    - ❑ These regions constitute 81% of all business [properties](#) damaged on June 1
    - ❑ 840 incidents were reported in 48 hours between May 31 and June 1
      - 277 theft and 249 burglary incidents



Georgetown      Foggy Bottom      Dupont Circle



Three regions in Northwest D.C. accounted for 840 crime incidences in 48 hours



***“Influencers using George Floyd’s death and the wake of these protests to self promote during this time, even if its to raise money for a good cause doesn’t sit right w me for some reason....” Selena, Twitter***

## Key Influencers

ENODO’s analysts identified the top five (5) influencers currently shaping online public opinions, which were classified based on their social media reach (i.e. number of online users engaged).

Influence Rank [1= Highest, 5= Lowest]	Influencer	Online platform	Link to Online Profile
1	CNN	Twitter	<a href="#">@CNN</a>
2	Black Lives Matter	Instagram	<a href="#">@Blklivesmatter</a>
3	Antifa	Instagram	<a href="#">@Antifaintl</a>
4	ABC News	Twitter	<a href="#">@ABC</a>
5	DeRay McKesson	Twitter	<a href="#">@deray</a>

## Impact of Key Influencers

Online influencers were further analyzed to uncover the extent of their influence on online conversations about specific topics related to George Floyd protests

Influence Rank [1= Highest, 5= Lowest]	Influencer	Topics Influenced	Impact Score [0 = Low Impact, 1 = High Impact]
1	CNN	Police reform	0.87
2	Black Lives Matter	White Supremacy	0.81
3	Antifa	Police reform	0.62
4	ABC News	Racism	0.42
5	DeRay McKesson	Racism	0.41



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