# CIENCIPIE COLLEGE COLL

EXPLORE OUR SENTIMETER TO LEARN
HOW PEOPLE EVALUATE THE CORPORATE
RESPONSE TO THE RACIAL JUSTICE MOVEMENT



Discover what the A.I. powered analysis of millions of digital discussions reveal about how people perceive the corporate response to the racial justice movement.







**SEGMENTS** 















Whatever actions you have taken, what really matters is how people see you. The Voice of the People is one of the most authentic sources of insights to identify what stage of the roadmap to cultural responsibility your company is perceived to be at, and what your next step should be when making decisions about corporate response in the context of the racial justice movement.



Overall relevant digital conversations about Corporate Responsibility in the context of the BLM Movement from May 26, 2020 to July 5, 2020

#### **SEGMENT UNIVERSE:**

White Americans	594K
Hispanics	284K
Black Americans	103K
Asian Americans	67K

<sup>31%</sup> N = 1.9M20% Message boards **Topical sites** 33% Social networks **Blogs Content sharing** 

<sup>\*</sup>Based on digital conversations starting in May 26, 2020 and ending on July 5, 2020















## CORPORATE RESPONSE ROADMAP FROM THE VOICE OF THE PEOPLE

From joining the racial justice conversation to actually redefining your strategy, our roadmap illustrates a continuum of stages, along with the most common mistakes companies may make each step of the way.











**Taking part** of the conversation

Offering meaningful contribution (\$)

**Implementing direct actions** towards racial justice

Creating a systemic and sustainable change towards racial justice from within



Being seen as a **Slacktivist** Jumping on the bandwagon

Being seen as a **Self-serving** 

Looking for recognition & congratulations

Being seen as a **Opportunistic** 

> Making \$ out of the cause

Being seen as a **Hypocritical** 

Not walking the walk The organization does not reflect the stance towards racial justice.











#### CORPORATE RESPONSE ROADMAP FROM THE VOICE OF THE PEOPLE























#### **CORPORATE RESPONSE ROADMAP** FROM THE VOICE OF THE PEOPLE











**Positive** 

Part of the conversation

20%

27%

Negative

Being seen as a **Slacktivist** 

Made a **meaningful Contribution \$** 

26%

22%

Being seen as a **Self-serving**  **Direct actions** taken

22%

25%

Being seen as a **Opportunistic**  Strategic plan

32%

26%













#### **CORPORATE RESPONSE ROADMAP** FROM WHITE AMERICANS









**Positive** 

Part of the conversation

17%

40%

Negative

Being seen as a **Slacktivist** 

Made a **meaningful Contribution \$** 

33%

13%

Being seen as a **Self-serving**  **Direct actions** taken

22%

27%

Being seen as a **Opportunistic**  Strategic plan

28%

20%













#### **CORPORATE RESPONSE ROADMAP FROM HISPANICS**









**Positive** 

Part of the conversation

28%

42%

Negative

Being seen as a **Slacktivist** 

Made a **meaningful Contribution \$** 

28%

5%

Being seen as a **Self-serving**  **Direct actions** taken

18%

23%

Being seen as a **Opportunistic**  Strategic plan

26%

30%













#### **CORPORATE RESPONSE ROADMAP FROM BLACK AMERICANS**









**Positive** 

Part of the conversation

27%

22%

Negative

Being seen as a **Slacktivist** 

Made a **meaningful Contribution \$** 

21%

16%

Being seen as a **Self-serving**  **Direct actions** taken

22%

36%

Being seen as a **Opportunistic**  Strategic plan to bring racial justice within the organization

32%

26%













### **CORPORATE RESPONSE ROADMAP FROM ASIAN AMERICANS**











**Positive** 

Part of the conversation

29%

33%

Negative

Being seen as a **Slacktivist** 

Made a **meaningful Contribution \$** 

20%

20%

Being seen as a **Self-serving**  **Direct actions** taken

22%

31%

Being seen as a **Opportunistic**  Strategic plan to bring racial justice within the organization

29%

16%