

**Faculté des sciences économiques,
sociales, politiques et de communication**

**Réactions des internautes aux campagnes de marketing
viral sur Twitter : quelles sont les conséquences pour la
marque d'une publicité controversée ?**

Analyse du cas « Dream Crazy » (Nike)

Annexes

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N°1 Campagnes controversées de United Colors of Benetton

Voici quelques exemples de campagnes lancées par United Colors of Benetton et qui ont fait polémique.



Source : Site internet de Benetton. *Benetton Group. Image gallery. Institutional Communication.* Retrieved from <http://www.benettongroup.com/media-press/image-gallery/institutional-communication/>.

N°2 Visuel polémique de Bicky Burger

Voici le visuel ayant fait polémique, publié par Bicky Burger sur les réseaux sociaux en octobre 2019.



Source : Twitter (@lalibre.be)

N°3 Matrice des campagnes virales de Kaplan et Haenlein

Voici la typologie des campagnes de marketing viral sur les réseaux sociaux proposée par Kaplan et Haenlein en 2011.

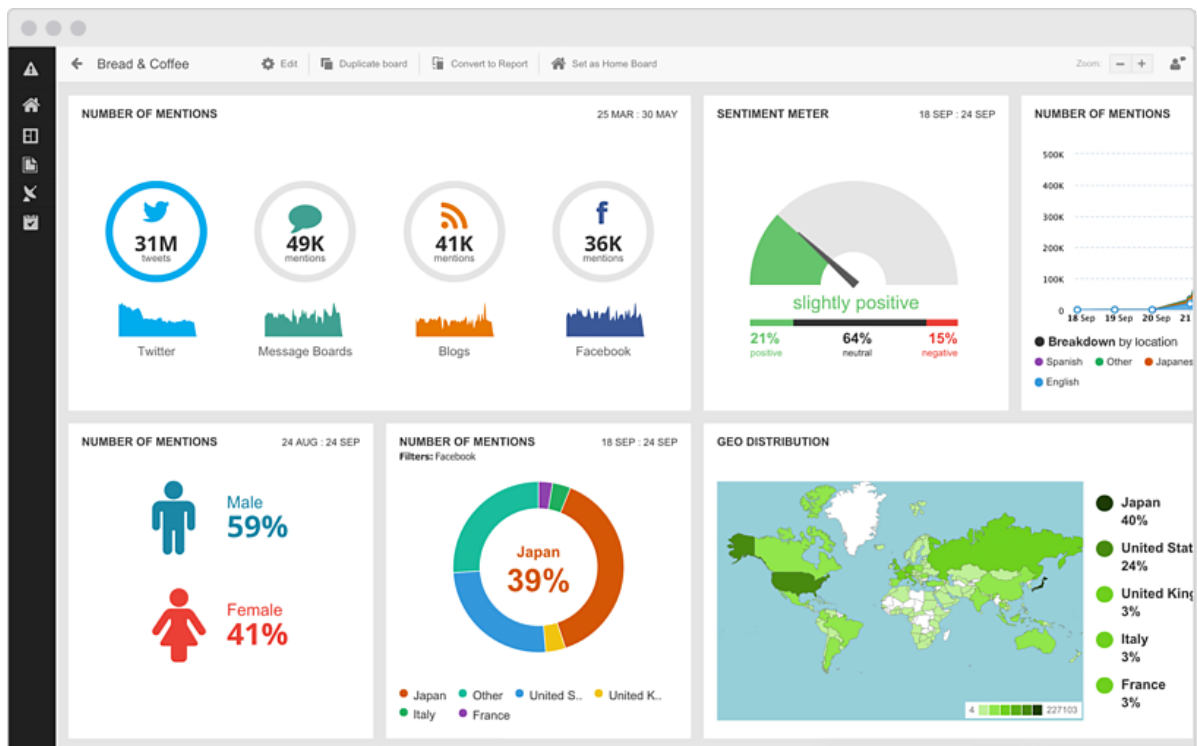
Figure 3. The four groups of social media viral marketing campaigns

Outcome	Positive	Strokes of luck (e.g., the Diet Coke & Mentos Experiment)	Triumphs (e.g., Burger King's Whopper Sacrifice campaign)
	Negative	Nightmares (e.g., the case of JetBlue)	Homemade issues (e.g., Charlie's and Jeremy's Sony PSP blog)
		Customers	Company
		Initiator of viral marketing campaign	

Source : Kaplan, A.M. & Haenlein M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons*, 54, p.258

N°4 Exemple de tableau de bord de veille

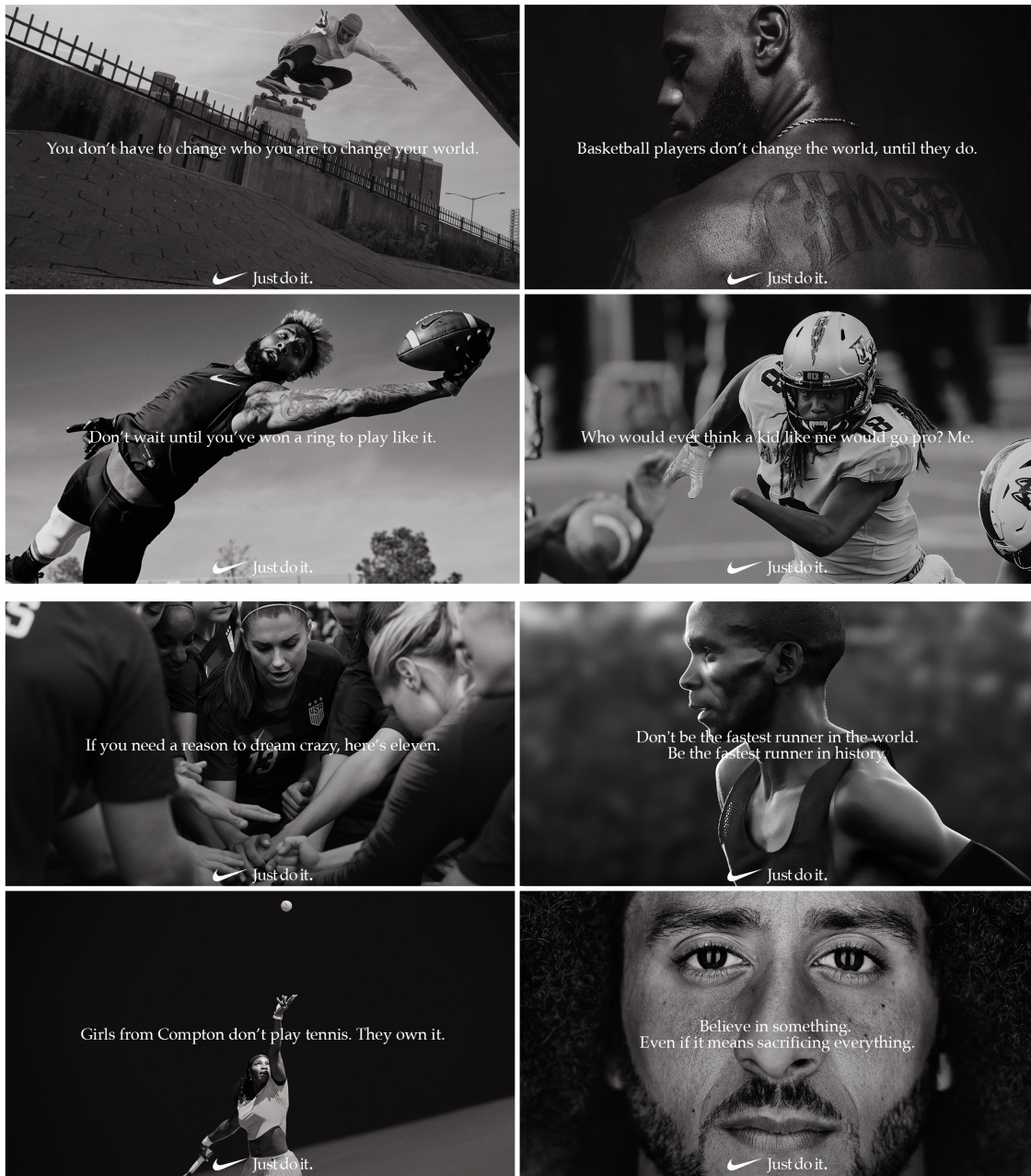
Voici un exemple de tableau de bord de veille proposé par l'outil Hootsuite.



Source : Blog de Hootsuite. *10 raisons d'utiliser un outil de gestion pour vos réseaux sociaux*. Retrieved from <https://blog.hootsuite.com/fr/10-raisons-dutiliser-un-outil-de-gestion-pour-vos-reseaux-sociaux/>

Ce tableau de bord permet d'avoir un aperçu du nombre de mentions par plateforme, du sentiment général des mentions, du profil des internautes qui mentionnent la marque et du pays d'origine de ces internautes. D'autres tableaux de bord présentent également le taux d'engagement, le sentiment par catégorie de mentions ou encore les mentions en tant que telles (celles ayant généré le plus de réactions par exemple). Les données présentées dépendent en général de l'outil utilisé et de ce que la marque souhaite surveiller. Chaque tableau de bord est donc quasiment unique. L'important est qu'il soit lisible afin d'identifier rapidement les points qui nécessitent l'attention de la marque.

N°5 Série d'affiches publiées par Nike le 3 septembre 2018




Source : Site internet de Nike. *Nike's New Just Do It Campaign*. Retrieved from

https://news.nike.com/featured_video/just-do-it-dream-crazy-film

N°6 Réactions d'internautes à la campagne « Dream Crazy »

Voici, pour commencer, quelques exemples d'internautes négatifs :


 **Michael Bryan** @Dockbryan · Sep 6, 2018
Replying to @Kaepernick7
And I will NEVER buy Nike anything again. All I have going to thrift store.

24 40

 **J** @Jimbo22oct81 · Sep 4, 2018
Replying to @Kaepernick7
@Nike I'm pretty sure you just made a major mistake... I'll never buy another product you make. You just slapped every gold star mother in the face and spit on the graves of every man and woman who've paid the ultimate sacrifice for this nation. #Stand #notnike #nikesucks #Shame

 **Tabitha Burnette** @Tabnotic · Sep 4, 2018
Replying to @Kaepernick7 and @Nike
I thought Nike was about athletics... I purchased Nike for athletic purposes for my family and my children but never again. This was a huge mistake!!!! My family will not represent such filth. #BoycottNike #JustDontDolt #NIKEtakesAkneeNoMoreNIKEforMe #Nike

448 126 1.1K

 **Beth Griffith** @bam3202 · Sep 4, 2018
Replying to @Kaepernick7 and @Nike
Huge mistake Nike! I will never buy another product from your company. That includes any professional or college team wear. Colin's message may be right but the choice of the method to protest it was wrong. #BoycottNikeJustDolt

68 26 163

 **Shaun Page** @beverageguru1 · Sep 3, 2018
Replying to @Kaepernick7
I will never buy another @Nike product because of this fool!!!! #JustDolt


475 114 1.3K


 **Mark** @m1ay1960 · Sep 5, 2018
Replying to @Kaepernick7 and @Nike
No more Nike products for me. Endorsing anyone who disrespects our police force and disrespects our flag is mind blowing. What is Nike thinking?

44 12 190

 **Lance Miller** @Lance_C_Miller · Sep 7, 2018
Replying to @Kaepernick7
Poor Colin had to give up everything, what a joke. Your efforts, and now Nike, have down more to inflame divisiveness than do any good. Colin you're a joke, keep trying to be relevant. #BoycottNike #BoycottNFL

15 4 78

 **DrMmbt** @m_mmbt · Sep 6, 2018
Replying to @Kaepernick7
You believe in money. Even if it means sacrificing ethics, morals, and values. You believe in money. Even if it means others making sacrifices for you to take a knee! #DontDolt #Stand4OurFlag These pictures define sacrifice! @Nike

 **robert George** @cubbyrobby · Sep 6, 2018
Replying to @Kaepernick7 and @thebradmarkey
What did you sacrifice? Nike is not paying you? Denver offered you a job and you refused. The sacrifice is made by those you disrespect.

26 3 81

Donald Trump ne s'est pas non plus passé de son commentaire sur Twitter :

Donald J. Trump  @realDonaldTrump · Sep 5, 2018

Just like the NFL, whose ratings have gone WAY DOWN, Nike is getting absolutely killed with anger and boycotts. I wonder if they had any idea that it would be this way? As far as the NFL is concerned, I just find it hard to watch, and always will, until they stand for the FLAG!

44.4K 23.1K 108.1K

Voici maintenant des exemples d'internautes qui ont réagi positivement à la campagne :

Ryan Switzer  @Switz · Sep 6, 2018

There's something wrong with you if you think there's ANYTHING wrong with this advertisement.

6 32 426

4030Lisa @4030lisa · Sep 5, 2018

Replying to @Kaepernick7

So good, so very, very good. Bravo!
Thank you @Nike, thank you @Kaepernick7 for that, it was so sorely needed, by so many people right now, too.
Carry on!

5 37

Julia Harrison @JuliaHarrison34 · Sep 6, 2018

Replying to @Kaepernick7

Now that is a brand I can stand behind Nike has the balls to embrace the chaos in this world and magically transform it into immense positivity and inspiration. Bravo, Nike!

5 90

Nancy Hernandez @nanelvisfan · Sep 6, 2018

Replying to @Kaepernick7

@Nike EVERYTHING in our house will be all Nike from now on! Christmas gifts will be ALL Nike! From this day forward, #AllNike Thank you!!!

2 3 40

Proud Left Coaster @proudcali · Sep 6, 2018

Replying to @Kaepernick7 and @CiCi77

When my son was growing up I refused to buy him any @Nike shoes or products because there were so many accusations of unfair labor practices. Now, I will make @Nike my choice for whatever I need that they sell. Great ad and thanks for giving Colin Kaepernick his deserved comeback

13 4 162

Christian Owen @Christian_Owen · Sep 7, 2018

Replying to @Kaepernick7

The people who got upset by this completely missed the entire point and neglected to appreciate the power it has. But yes keep burning the products you already purchased just to prove a point. Thank you Colin Kaepernick for being a voice even if it means risking everything.

5 3 61

tammy spot @SpotTammy · Sep 7, 2018

Replying to @Kaepernick7

I love what Nike has done 👍

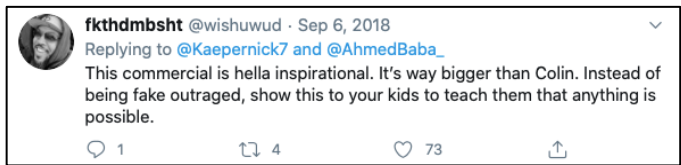
2 3 32

Brenda Falash @falash_brenda · Sep 8, 2018

Replying to @Kaepernick7

The most amazing soul searching advertisement I have ever seen. Thank you Nike and Colin for standing tall and proud for who and what you are which is amazing!!!!

4



Serena Williams, quant à elle, s'est dite spécialement fière de faire partie de la famille Nike en ce jour :



N°7 Extraits d'articles de presse (stratégie volontaire de Nike)

Voici une sélection d'extraits d'articles de presse en ligne qui confirment que la campagne « Dream Crazy » est une stratégie volontaire de la part de Nike :

« Nike savait ce qu'ils faisaient lorsqu'ils ont décidé de sponsoriser Kaepernick ; ils savaient parfaitement que la publicité allait enragier certains consommateurs, ceux qui ont exprimé leur colère concernant les joueurs de la NFL agenouillés en signe de protestation. Nike savait également que la campagne renforcerait sa position d'entreprise socialement progressiste, ce qui est important pour beaucoup de ses jeunes consommateurs, qui sont libéraux et représentent les futurs clients de l'entreprise. »

Vox : *Banet-Weiser, 2018, en ligne*

« Nike assure et assume. Pour célébrer le 30^e anniversaire de sa marque déposée Just do it (un genre de « fais-le donc »), devenue un célèbre et profitable slogan, l'équipementier sportif vient de lancer une nouvelle vague publicitaire engagée et audacieuse qui réussit exactement ce qu'elle souhaitait, c'est-à-dire à faire parler d'elle. En bien comme en mal. »

Le Devoir : *Baillargeon, 2018, en ligne*

« Il ne faut pas se leurrer : [Nike] est « woke » [conscientisés politiquement] parce que ça fait vendre, et que le potentiel du segment qui devient favorable à leur marque est bien plus porteur que le segment qu'ils s'aliènent. »

Le Figaro : *Braun, 2018, en ligne*

« Nike savait pertinemment l'impact médiatique qu'allait avoir l'utilisation de Kaepernick. C'est un risque très calculé. [...] Se positionner contre Trump, ce n'est pas forcément négatif ailleurs dans le monde. Que quelques personnes brûlent des chaussures, que l'action en bourse chute un peu ne peut surprendre les dirigeants. Ces mini-revers seront largement compensés par le soutien à venir, sur le moyen et le long terme. Ce qui se passe avec Kaepernick a été mûri, réfléchi et planifié. »

Le Devoir : *Baillargeon, 2018, en ligne*

« Peu importe le nombre de personnes qui détestent votre marque, tant qu'il y a assez de gens qui l'aiment. Et tant que vous avez cette attitude, vous ne pouvez pas avoir peur d'offenser les

gens. Vous ne pouvez pas essayer d'aller au milieu de la route. Vous devez prendre position sur quelque chose, et c'est finalement, je pense, la raison pour laquelle la publicité Kaepernick a fonctionné. »

Stanford Graduate School of Business : *Snyder, 2019, en ligne, citant Phil Knight le co-fondateur de Nike*

N°8 Retranscription de l'entretien avec Adrien Robert

Que savez-vous/pensez-vous à propos de cette campagne ?

« Commençons par remettre la campagne dans son contexte. L'idée originale vient du fait que le slogan ne touchait plus la génération jeune, et donc le but de Nike a été de re-contextualiser le slogan dans le sens « faites-le, et ne pensez pas trop », afin de lui donner une vision plus 2019 que 1989. L'idée de « Dream Crazy » était de proposer au public de s'accrocher à ses rêves, même si ça demande parfois de sacrifier beaucoup de choses. Pour cela, il a fallu trouver des ambassadeurs qui étaient les influenceurs des consommateurs de Nike et qui avaient un rayonnement important pour permettre une diffusion importante. »

Quelles étaient les intentions de Nike lors du lancement de la pub ? À quelles réactions de la part des internautes s'attendaient-ils ?

« Avec « Dream Crazy », Nike a voulu provoquer des réactions, et ils n'ont pas eu peur d'en provoquer des négatives. Ça n'a pas été un problème lors de la conception de la campagne, puisque l'important était de faire réagir. Pour le lancement de la campagne, ils ont vraiment voulu faire un effet d'électrochoc. D'ailleurs, l'approbation de la campagne a été jusqu'au CEO de Nike qui l'a validée, et tout le monde dans l'entreprise a soutenu l'idée, avec les conséquences positives et négatives qui pouvaient s'en suivre. »

La campagne a-t-elle eu les résultats escomptés ? Était-ce ce à quoi ils s'attendaient ?

« Nike avait conscience que ça pouvait avoir un effet négatif mais ça n'a pas empêché la décision. Et finalement, ils étaient contents. Il y a eu une partie de relations publiques à gérer, mais l'objectif était atteint : les consommateurs en parlent, Nike occupe la discussion. Finalement, il y a peu de marques dont on parle comme on a parlé de Nike. L'objectif était d'insérer la marque dans les conversations, et c'est réussi. »

Entretien avec Adrien Robert, ancien directeur digital pour la marque Nike au niveau mondial, réalisé le 26 avril 2019 à 18h30.

N°9 Illustration du corpus n°1

Grâce à un scroll assez lent des commentaires qui se trouvent sous la vidéo (partie gauche de la capture d'écran ci-dessous), il nous a été possible de récupérer 352 réponses sous formes de requêtes (partie droite).

The image shows a browser window displaying a Twitter thread. The thread consists of several tweets from users like @3YearLetterman, @philadorablee, and @the_real_mathis. On the right side, the browser's developer tools are open to the 'Réseau' (Network) tab, showing a list of HTTP requests. A context menu is open over one of the requests, with the option 'Tout enregistrer en tant que HAR' highlighted. The network tab shows various requests to API endpoints like 'client_event.json', 'all.json?include_profile_inters...', and 'badge_count.json?supports_...'. The status bar at the bottom indicates '352 requêtes', '1,48 Mo / 1,39 Mo transférés', and 'Terminé en : 2,54 min'.

Tweet

Three Year Letterman @3YearLetterman · Sep 5, 2018
Replying to @Kaepernick7
Colin, youth football coaching legend here. Like the commercial, but I have a major criticism - in the youth football clip, a kid gets burned on a fly pattern, and that is presented as something good. If he played for my team, he'd be on the other end of a profanity-laced tirade.
158 replies, 281 retweets, 3.6K likes

jess @philadorablee · Sep 5, 2018
Wow you're such a hero. Congrats on peaking in high school
71 replies, 21 retweets, 1.1K likes

Aaron Mathis @the_real_mathis · Sep 6, 2018
Replying to @Kaepernick7
Dude, you didn't actually sacrifice anything. You have to have something to give up. What you had, was an option on your contract. You decided to exercise the option. The reason you don't have a contact isn't the kneeling, it's that your skill doesn't outweigh the crazy.
24 replies, 9 retweets, 197 likes

Aaron Mathis @the_real_mathis · Sep 6, 2018
Kneel sit or stand on your head, I honestly don't care, but stop playing victim. Lots of your kneeling league mates are still playing.
You made a choice, but it wasn't a sacrifice.
17 replies, 3 retweets, 125 likes

John Tolliver @JohnTolliver10 · Sep 5, 2018
Replying to @Kaepernick7

Inspecteur **Console** **Réseau**

Tout HTML CSS JS XHR Polices Images Médias WS Autre

État	M...	Domaine	Fichier	Source	Ty...	Transfert	Tal...
200	PO...	api.twi...	client_event.json	xhr	x-u...	service w...	0 o
200	GET	api.twi...	all.json?include_profile_inters...	xhr	json	service w...	64...
200	GET	api.twi...	badge_count.json?supports_...	xhr	json	service w...	87 o
200	PO...	api.twi...	client_event.json	xhr	x-u...	service w...	0 o
200	GET	api.twi...	all.json?include_profile_inters...	xhr	json	service w...	64...
200	GET	api.twi...	badge_count.json?supports_...	xhr	json	service w...	87 o
200	PO...	api.twi...	client_event.json	xhr	x-u...	service w...	0 o
200	PO...	api.twi...	client_event.json	xhr	x-u...	service w...	0 o
200	GET	api.twi...	all.json?include_profile_inters...	xhr	json	service w...	64...
200	GET	api.twi...	badge_count.json?supports_...	xhr	json	service w...	87 o
200	GET	api.twi...	events?topic=/tweet_engage...	xhr	eve...	service w...	26...
400	PO...	api.twi...	update_subscriptions	xhr	json	service w...	56 o
400	PO...	api.twi...	update_subscriptions	xhr	json	service w...	56 o
200	PO...	api.twi...	client_event.json	xhr	x-u...	service w...	0 o
200	GET	api.twi...	all.json?include_profile_inters...	xhr	json	service w...	64...
200	GET	api.twi...	badge_count.json?supports_...	xhr	json	service w...	87 o
400	PO...	api.twi...	update_subscriptions	xhr	json	service w...	56 o
200	PO...	api.twi...	client_event.json	xhr	x-u...	service w...	0 o

Copier
Tout enregistrer en tant que HAR
Renvoyer
Modifier et renvoyer
Bloquer cette URL
Ouvrir dans un nouvel onglet
Lancer l'analyse des performances...
Utiliser en tant que requête Fetch dans la console

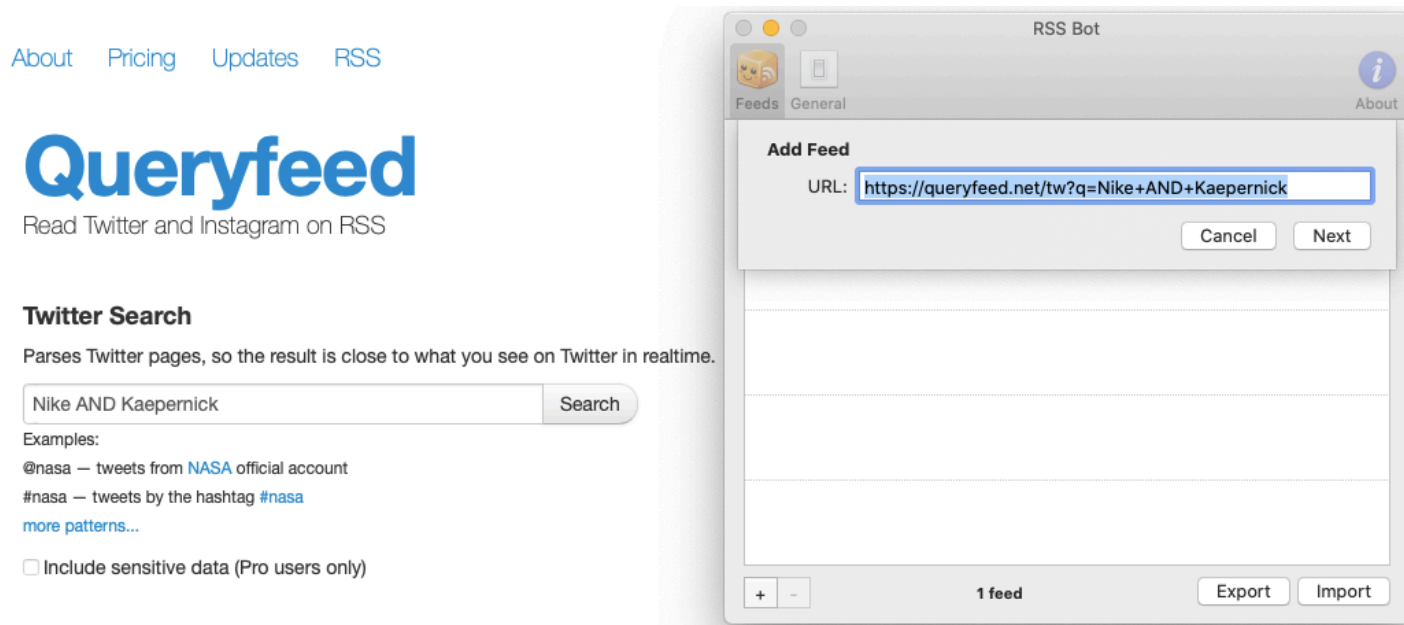
352 requêtes, 1,48 Mo / 1,39 Mo transférés, Terminé en : 2,54 min

Ces requêtes sont ensuite enregistrées dans le format .har puis, après analyse syntaxique, exportée en .xlsx. Nous obtenons alors le fichier suivant :

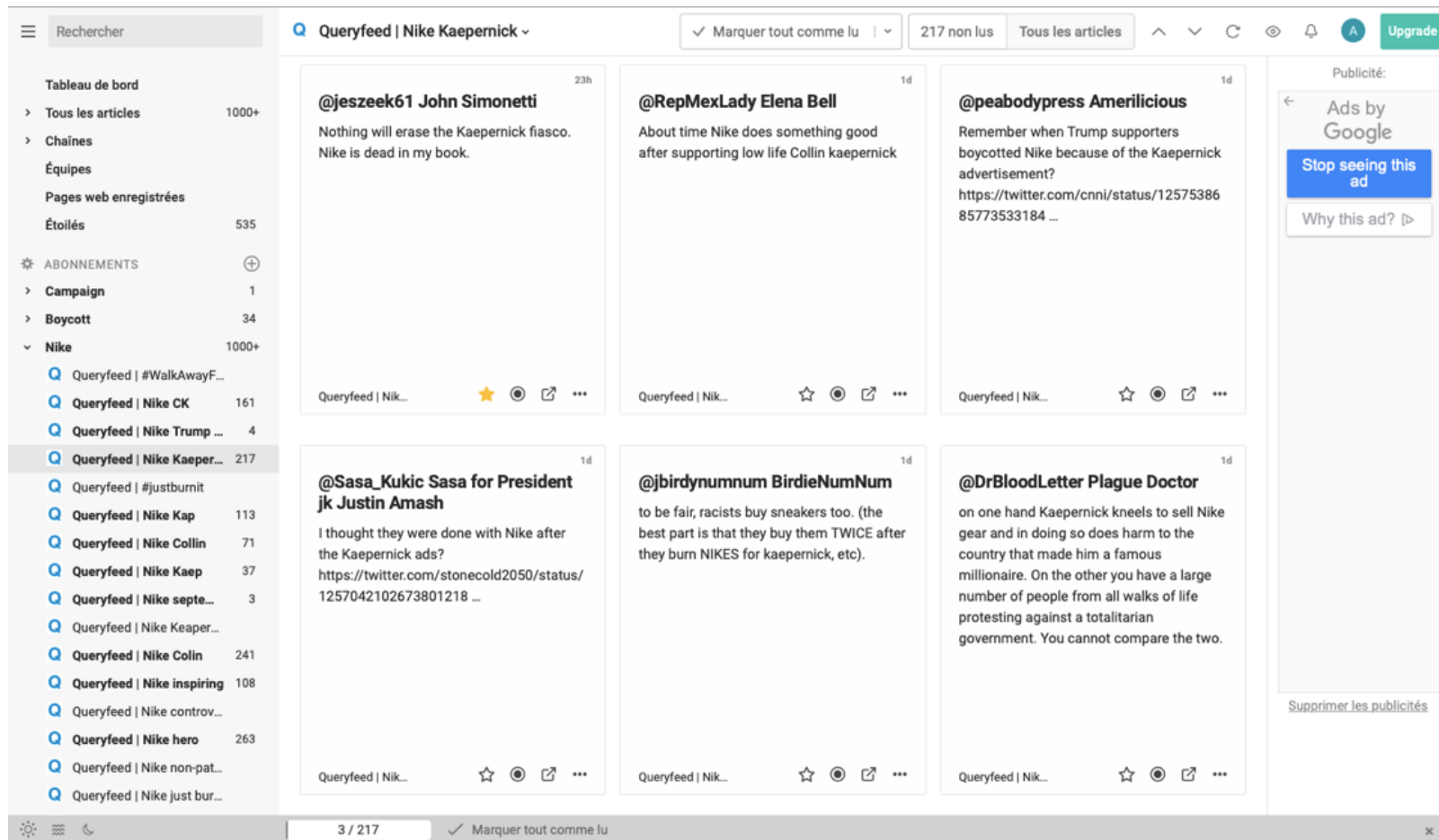
	A	B	C
1	date	from	text
5	09/07/18	317mammadukes	@LisaWarnke5 @Kaepernick7 Exactly..he just wasn't good enough but he wants 2 say he wasn't picked up by a team because of his kneeling controversy...he lost everything because of his inadequacy to be a good enou
6	09/07/18	317mammadukes	@Kaepernick7 You just weren't good enough.. didn't have anything to do anything else...easier to blame others on your inadequacy
7	09/05/18	4030lisa	@Kaepernick7 So good so very very good. Bravo!Thank you @Nike thank you @Kaepernick7 for that it was so sorely needed by so many people right now too.Carry on!
8	09/10/18	99for99	@sammysavard @Duck2takeCooter @Kaepernick7 @ChadwickWThe3rd I have not worn Nike in nearly 40 years...shopped online for TWO pair this weekend.
9	09/07/18	AbbyKkkkk2	@Kaepernick7 He's as much intitled to his opinion as your are to yours. Y'all telling me you're going to "boycott" a WHOLE brand of clothing (which may I add has nothing to do with him NOR the NFL) just because they :
10	09/05/18	ajstarr10	@Kaepernick7 Tears God Bless You Nike. I have never been a labels person. But I will have on my complete #NikeFitters on this Chris as Day. Congrats to you #imwithkap #GoBuyNike #StopKavanaugh #WednesdayWisdc
11	09/05/18	AlamoOnTheRise	@Kaepernick7 https://t.co/uzawuVAPPq
12	09/11/18	AlApplegreen	@adam99garcia @Kaepernick7 Then neal in front of a police station help the communities that have issues. don't dishonor the flag national anthem and the men and women that lost their lives to that dosh can play a
13	09/09/18	AlVader	@Borgprince @Kaepernick7 Vomit
14	09/05/18	AmieNicoleLICSW	@Kaepernick7 You are a hero. https://t.co/dfedUtw8BA
15	09/05/18	AndreaMSanchez	@Kaepernick7 No coincidence that I started this painting last month... I am totally with you!!! #blacklivesmatter https://t.co/bCKDYR3F51
16	09/06/18	Andreaw2387	@Kaepernick7 I don't care that he kneels. What bothers me is the love people show for rich people like they ACTUALLY care about you personally. @Kaepernick7 hasn't responded to a single one of you because YOU DO
17	09/07/18	AndrewMcphete1	@T1NK11 @Kaepernick7 Everyone is racist.... Yaaaaaaawn. Gtfoh
18	09/05/18	andycastle46587	@Kaepernick7 Much respect to you. Ignore the haters decent people understand your motivation your actions will be iconic in time https://t.co/DeoYHRyyq0
19	09/08/18	audiomagnate	@Kaepernick7 @magsmom7 Like Reality Winner maybe? She believed in free and fair elections and lost five years of her life. #FreeRealityWinner
20	09/10/18	audiomagnate	@Innersessor @Kaepernick7 @magsmom7 That's what he was charged with but he did so much more. He was the liaison along with the mysterious "professor " between Putin and Trump an essential element of the
21	09/24/18	BadChadR	@diverdl @yanster34 @Kaepernick7 @Nike So yea some rich '© who sacrificed jack squat and kneels on the flag those men died for. I thank him for motivating me to crush them at the ballot box
22	09/24/18	BadChadR	@diverdl @yanster34 @Kaepernick7 @Nike I've worn dog tags around my neck since I got out of the Navy in 2009. To remind me of those honorable souls who gave their life early & way too young. To remind me
23	09/05/18	BadChadR	@diverdl @yanster34 @Kaepernick7 Too bad rich elite NFL players & @Nike are '©ing on our , & our military with Castro apologist & CopsArePigsSocks @Kaepernick7. #JustDolt 38 years 2 pairs of
24	09/10/18	BeachAddict80	@Kaepernick7 @damonrunyan https://t.co/BgWqVXBjMS
25	09/08/18	bellise_driesen	@Kaepernick7 unpopular opinion: i love this ad i love its message it gave me goosebumps Colin stood up for what he believed in which was a very brave decision he was a good representative for this ad. bite me ,
26	09/16/19	BetsyGervasi	@Kaepernick7 Love your dream Colin. '–
27	09/05/18	bettyhenderson7	@Kaepernick7 It is People like these and You that give me Hope for a Better World for ALL of us. Respect .
28	09/05/18	beyondthegold	@Kaepernick7 Nike is doing it. Thanks for stepping up in a time we need someone to lead with the truth. This ad with three of the top leaders of today Colin Serena And Lebron is spot on. The Nike movement is #JustDol
29	09/05/18	Bittertruthshow	@Kaepernick7 https://t.co/cl8IVkbKTq
30	09/07/18	Bittertruthshow	@Happygolucky303 Can you outdo his contributions?
31	09/08/18	BobSumm42304678	@quiniyaz @Kaepernick7 Help himself
32	09/05/18	BossMobsta	@Kaepernick7 https://t.co/uxSm1UIPRq
33	09/11/18	BreitbartNews	"If I was going to put someone's face on a billboard " someone who epitomized bravery and sacrifice " I might have gone another way especially this time of year." https://t.co/4v08LyrZ32
34	09/05/18	brendan_ables	@myP0ny17 @Kaepernick7 Forever and always! https://t.co/VBxCMF9oek
35	09/07/18	brendawoodson1	@Kaepernick7 I stand with you! We as Americans have the right to stand for our beliefs! No one has right to manipulate the constitutional rights of the people for their own agenda!
36	09/05/18	BrunoAmato_1	@Kaepernick7 Amen KAP! #JustDolt
37	09/08/18	BrurellSue	@brendan_ables @myP0ny17 @Kaepernick7 https://t.co/3af9XpMcsQ

N°10 Illustration du corpus n°2 (veille manuelle)

Sur base des mots-clés définis en amont (voir annexe n°12), nous avons généré des flux RSS avec l'outil Queryfeed :



Ces flux ont ensuite été intégrés dans Inoreader. Après avoir trié les mentions par thème (colonne à gauche dans la capture d'écran ci-dessous), voici le tableau de bord que nous obtenions :



Les mentions pertinentes pour notre veille étaient alors étoilées¹, pour ensuite être envoyées automatiquement² dans l’outil Pocket. Cet outil n’apportait rien de plus qu’Inoreader mais nous permettait d’exporter automatiquement nos mentions dans un fichier Google Sheet (en passant par l’outil IFTTT), pour ensuite pouvoir les traiter plus facilement. Après avoir exporté ce Google Sheet en format Excel, voici ce que nous obtenions :

¹ La sélection des mentions pertinentes a été réalisée manuellement, en passant en revue chaque mention et en déterminant s’il s’agissait d’une mention pertinente ou non pour notre cas d’étude.
² Pour que cette action se fasse automatiquement, nous avons payé un forfait de 4,99€ par mois. Nous aurions également pu le faire manuellement, mention par mention, mais cela nous aurait fait perdre un temps précieux dans la rédaction de ce mémoire.

Enregistrement automatique **ACTIVE**

Corpus n°2_final — Enregistré

Accueil Insertion Dessin Mise en page Formules Données Révision Affichage Dites-le-nous Partager Commentaires

C47 Lol. That #Kaepernick "boycott" boosted @Nike sales & left #Republicans @GOP looking stupid & ignorant as usual. The same people who give credibility to a man who has lied over 17 000 times since taking the oath of

	A	B	C
1	Date	From	Text
2	03/16/20	Félix Thériault	Alright if you don't have nike and choose not to buy from them in the future because of Keapemic thats ok in my book this is insane. #NikeBoycott #Nike
3	03/16/20	Cajunran	Nike ad campaign is misleading. It states that Kaepernick is willing to lose everything to fight injustice in this world. If that's the case why is keapemic suing the NFL to get his job back. Look to me hypocrite keapemic is not willing to lose everything he has
4	03/16/20	Sean McGough	I support Colin Keapemic now. Sporting my new Nikes to prove it.
5	03/16/20	Trixy Wh	"@johnNBCLA shame on @Nike / @NikeLA putting corporate greed over human need where is so-called activist Keapemic on this or does he is only for what profits him?"
6	03/16/20	Sean Casten	This is an 8 on the Ted Cruz anger scale. Where 10 is "I'm not wearing Nikes anymore because Kaepernick!" white hot rage and 1 is "Trump just said my wife is ugly and my dad is a murderer" mild bemusement.
7	03/16/20	Andy.	"@Suffragentleman So no different to right-wingers boycotting Nike over Kaepernick then."
8	03/16/20	Duke Schnauzer	He is wearing nike shoes in honor of his hero kaepernick.
9	03/16/20	Herd Strategies	#HaveYouHerdBHM: "Believe in something. Even if it means sacrificing everything." After Kaepernick's national anthem protests resulted in him no longer being in the NFL Nike stuck with their endorsed athlete and ran one of the most impactful campaigns of
10	03/16/20	Abe Merboth	Oh I got one you have highlights in your hair. So does Melania! The lady how is married to the bad orange man. Therefore you have no credibility. Or you are wearing Nikes. The brand that supports Kaepernick! Ha clearly you can't be trusted.
11	03/16/20	19keys	Conscious influencers are the most underpriced attention assets rights now. Mostly because they don't know their own worth. And big corps are afraid to tap into the market. But Nike cleaned up big checks off Kaepernick. #observations
12	03/16/20	stealthostrich	Colin Kaepernick is a Hero of nike.
13	03/16/20	Dan Werner	Alright Nike I despise your Colin Kaepernick bullshit but ya nailed this one...
14	03/16/20	S. Galarza	In partnering with Colin Kaepernick for its new campaign Nike usurps an organic movement while pruning off its actual political goals @saigrundy writes.
15	03/16/20	Pairsonnalites	Stigmabase — School Board Reconsiders Nike Contract Over Brand's Support Of Colin Kaepernick: Kaepernick first sat the bench then opted to take a knee during the anthem saying the act was a protest against racial inequality. Many Americans ... View...
16	03/16/20	Squirrel	Replying to @Lou_TireWorld I love Kaepernick and only wear Nike.
17	03/16/20	Rally Granny	What fun to see "my boys" back in action again but a real disappointment to see the swoosh on their uniforms after Nike's affiliation with that ingrate Kaepernick.
18	03/16/20	Kershaw's Pine Tar	Colin Kaepernick sucked too btw. Shouldn't have bailed on that contract he had. Good thing Nike's sweatshops keep him wealthy
19	03/16/20	Mathew K Jallow	The world's biggest and most profitable sports shoe makers have news about Colin Kaepernick and it warms the heart.
20	03/16/20	Stan The Golden Boy	lol this is like an ideological mirror of the vegan greggs/nike colin kaepernick stuff buying stuff to Own your political opponents.
21	03/16/20	Chris McCrudden	"@Stylus_LIVE Let's look at the biggest and best intentioned troll of the past couple of years. By working with Colin Kaepernick Nike was supporting an elite athlete (which is what it does) but it was also trolling someone to weaponise their attention."
22	03/16/20	Proper Guide	Here's why Nike's Colin Kaepernick gamble wouldn't work for Under Armour - https://www.devisedaily.
23	03/16/20	Keshi ile	Strong opinions will be expressed Some people will take issue with you. Just like they did with Nike when they hired Colin Kaepernick. They burnt their shoes to prove it. Others will jump in and defend you and agree with every word you wrote.
24	03/16/20	Cobra Commanding Presence	I swear the sheer amount of Boomers I get in the store that still complain about Nike and Kaepernick is astounding. Like...honey that news is old as hell now. Get out from under that cobweb and dust rock and reintegrate into society. Not even the news cover
25	03/16/20	Corey Bu-Shea	Nike gave Kaepernick a sweet deal when he got screwed by the NFL and they got rid of Michael Avenatti for us..Time to support by buying some Nike gear!
26	03/16/20	King K. Rool	"@JamesTr24271642 @sh1ttycomics @BreadPanee Sure. Essentially it's mocking people that willingly throw away or destroy any of their possessions if a company makes a statement they disagree with. Nike shoes and Colin Kaepernick. Doritos and LGBT re
27	03/16/20	Sign up for Twitter	"@FAIRImmigration nike ? aint that the brand that colin Kaepernick represents? the guy that hates repression???? or suppression....."
28	03/16/20	Michael E. Dehn	FROM THE PIT to THE PITS for #Nike
29	03/16/20	Saintblaise	"@IngrahamAngle Because of this cause and how Nike embraced Kaepernick I for one have boycotted all Nike apparel."
30	03/16/20	George Bernard Vieto	My answer to is the random appearance of Colin Kaepernick on protest commercials with NIKE and the like actually a protest or a marketing ploy?
31	03/16/20	Stephanie Caputo	"@IngrahamAngle But good to know Nike sponsors SJW's like Colin Kaepernick and sells his expensive merch. What is your reaction @Kaepernick?? #StaggeringHypocrisy"
32	03/16/20	jasminecea2020	Even though Kaepernick was no longer on the sideline the movement did not stop but rather gained more participants. On sept. 3rd 2018 Kaepernick became Nikes voice for their "Just Do It" campaign. Just like #TakeAKnee the Nike deal received praise an
33	03/16/20	J.	"@RWJagster @nathanatrill @ASPI_org Sad but true. And Nike has the gall to turn around and sell some of their shoes for hundreds of dollars and at the same time sign Kaepernick and be totally "woke"
34	03/16/20	Fab	Funny how companies who tried to lecture us are engaging in evil shit and if this report is right Nike were supporting Kaepernick while having slaves
35	03/16/20	Immortal Daddy	"@CommunismKills_ @thehill But let me guess Conservatives boycotting Nike over Kaepernick was 100% cool - right???"
36	03/16/20	youngcommunard	(referring to susan sarandon) this really is the lib version of burning your nikes to own colin kaepernick
37	03/16/20	TheGuy	First off most political violence is instigated by right wingers who are triggered when people joke about Trump their God and boycott Nike for endorsing Kaepernick.
38	03/16/20	Ellie Peters	Replying to @FAIRImmigration @Nike I do not buy Nike for me my family my grandsons etc.
39	03/16/20	fightleftists	Let's tell Nike to ESAD for supporting Colin Kaepernick the anti-American slime ball who repeatedly kneeled to disrespect America Americans and our American Flag. FU Nike.
40	03/16/20	Jack Rubin	"Purpose-driven marketing" is driving sales today. Oberland demonstrated this concept with @Heineken's Brexit short film and @Nike's Kaepernick campaign. Sales rose for both brands even though neither campaign was product-centered. #MowerForum
41	03/16/20	AW	"@ryenarussillo No comment about how Kaepernick brought Nike down 11 points this week?"
42	03/16/20	Carsten Titlbach	This is like when they all burnt their Nikes over Kaepernick just much stupider
43	03/16/20	PatriotPirate	Replying to @FAIRImmigration @Nike I won't buy anything from this company until they repudiate Colin Kaepernick and his anti cop anti American Bullshit.
44	03/16/20	Mary VanDyke	Won't buy Nike! Kaepernick is their guy!
45	03/16/20	T E R R I	y'all remember when the whites were burning their Nikes cause Nike did that collaboration with Kaepernick.
46	03/16/20	Sneaking Trum	Good for them. Haven't bought Nike since they signed Kaepernick and never will again.

Data

100%

N°11 Illustration du corpus n°3

L'outil Tweetbeaver permet d'extraire les 3200 derniers tweets d'un twitto. Prenons l'exemple de l'internaute @WhosIsaac :

The screenshot shows the Tweetbeaver website interface. At the top, there is a dark blue header with the 'Tweetbeaver' logo on the left and 'Log out as @aurelie_engels' on the right. Below the header, there are links for 'About', 'FAQ', and 'Legal'. The main content area has a heading 'Download a user's most recent 3,200 tweets' followed by a search input field containing '@WhosIsaac' and an 'Envoyer' button. Below the search field is a 'Download as CSV' button. The main part of the interface is a table with the following data:

Tweet author	Date posted	Text text	URL	Retweets	Favorited	Source
@WhosIsaac	Wed May 06 14:30:46 +0000 2020	@AmaraLaNegra ALN In a world full of craziness and horror, you and your beauty (and posts) are the stunning, shining light that helps us still have hope and positivity. 🥰🥰 🥰	www.twitter.com/ WhosIsaac/statuses/1258041520 659279875	0	0	Twitter for iPhone
@WhosIsaac	Wed Apr 29 04:09:10 +0000 2020	@alinsumarwata @skytv Great show and love you and your character!	www.twitter.com/ WhosIsaac/statuses/1255348374 909390853	0	1	Twitter for iPhone
@WhosIsaac	Sat Apr 18 19:09:50 +0000 2020	RT @playwire: #Parents: Try this fun 'Glow In The Dark Slime' project with the kids - @Elmers has you covered. #Brands: We've	www.twitter.com/ WhosIsaac/statuses/1251588766 889902082	1	0	Twitter for iPhone

Nous avons pu exporter ces tweets au format .csv. En le transformant ensuite en .xlsx, nous obtenons un fichier Excel ressemblant à ceci :

Enregistrement automatique ACTIVE									
3194Wholsaac timeline — Enregistré									
Accueil Insertion Dessin Mise en page Formules Données Révision Affichage Dites-le-nous									
Partager Commentaires									
D81 Fri Nov 30 04:32:02 +0000 2018									
B	C	D	E	F	G	H	I	J	K
Tweet author	Tweet ID	Date posted	Tweet text	URL	Retweets	Favorited	Source		
Wholsaac	ID 1241118580105674752	Fri Mar 20 21:45:03 +0000 2020	@BrowardCounty why is the golf course in deer creek, Deerfield Beach open? Literally a bunch of people together. Renting clu	https://twitter.com/Wholsaac/statuses/1241118580105674752	0	0	Twitter for iPP		
Wholsaac	ID 123896935845537666	Sat Mar 14 23:24:48 +0000 2020	RT @playwire: Named "The Mother of the Internet," Radia Joy Perlman is our #WomensHistoryMonth spotlight today. She is fi	https://twitter.com/Wholsaac/statuses/123896935845537666	6	0	Twitter for iPP		
Wholsaac	ID 1238500407153958914	Fri Mar 13 16:21:21 +0000 2020	@footlocker my daughter works for one of your stores in nyc, manager tells her she can't wear gloves which helps keep her saf	https://twitter.com/Wholsaac/statuses/1238500407153958914	0	0	Twitter for iPP		
Wholsaac	ID 1237375490522038272	Tue Mar 10 13:51:20 +0000 2020	@AmaraLaNegraALN Eso!	https://twitter.com/Wholsaac/statuses/1237375490522038272	0	0	Twitter for iPP		
Wholsaac	ID 1236444739760685057	Sun Mar 08 00:12:52 +0000 2020	@WhitneyCummings Spill @hot coffe on those feet. Make it look like an accident.	https://twitter.com/Wholsaac/statuses/1236444739760685057	0	0	Twitter for iPP		
Wholsaac	ID 1236444515583565827	Sun Mar 08 00:11:59 +0000 2020	RT @playwire: #CarolShaw is considered the first #female #videogamedesigner & #programmer. She was a big contributo	https://twitter.com/Wholsaac/statuses/1236444515583565827	1	0	Twitter for iPP		
Wholsaac	ID 1229125460656869376	Sun Feb 16 19:28:40 +0000 2020	New record! Got ghosted on @hinge in less than 48 hours. I dare anyone to beat that.#relationshipadvise #truth #quoteofthec	https://twitter.com/Wholsaac/statuses/1229125460656869376	0	0	Twitter for iPP		
Wholsaac	ID 1228808601688514561	Sat Feb 15 22:29:35 +0000 2020	@AmaraLaNegraALN Perfecto, perfection	https://twitter.com/Wholsaac/statuses/1228808601688514561	0	0	Twitter for iPP		
Wholsaac	ID 1228002619999821824	Thu Feb 13 17:06:54 +0000 2020	#Getwiththetimes #StopWishingStartMaking #women #dating #this #hope "Happily married to my 5'5" king for 8 years while	https://twitter.com/Wholsaac/statuses/1228002619999821824	0	0	Twitter for iPP		
Wholsaac	ID 1227673683050799104	Wed Feb 12 19:19:49 +0000 2020	Friends: how's dating going?#me: https://t.co/KL5LaAphnR	https://twitter.com/Wholsaac/statuses/1227673683050799104	0	0	Twitter for iPP		
Wholsaac	ID 1225951265416413186	Sat Feb 08 01:15:33 +0000 2020	https://t.co/TkGdPsMlSk	https://twitter.com/Wholsaac/statuses/1225951265416413186	0	0	Twitter for iPP		
Wholsaac	ID 1222899006608560128	Thu Jan 30 15:06:58 +0000 2020	I really want to make a Smart Speaker for Latinos, none work well for us bilinguals. Lol #alexa #googlehome #smartspeakers #lo	https://twitter.com/Wholsaac/statuses/1222899006608560128	0	0	Twitter for iPP		
Wholsaac	ID 1215825064509218817	Sat Jan 11 02:37:38 +0000 2020	@TheRock @JohnLeguizamo @AmaraLaNegraALN @LewisHamilton @deadmau5 @VancityReynolds For my birthday (1/13)	https://twitter.com/Wholsaac/statuses/1215825064509218817	0	0	Twitter for iPP		
Wholsaac	ID 1215822601819508736	Sat Jan 11 02:27:51 +0000 2020	@AmaraLaNegraALN Wanting to celebrate my birthday (Monday) but rain and nobody in the mood to do anything looks like i	https://twitter.com/Wholsaac/statuses/1215822601819508736	0	0	Twitter for iPP		
Wholsaac	ID 1214965114778136576	Wed Jan 08 17:40:30 +0000 2020	@DominoPresley Happy birthday to you! And thanks!	https://twitter.com/Wholsaac/statuses/1214965114778136576	0	0	Twitter for iPP		
Wholsaac	ID 1214769856773574656	Wed Jan 08 04:44:37 +0000 2020	@DominoPresley I'll be 45 on Monday...	https://twitter.com/Wholsaac/statuses/1214769856773574656	0	1	Twitter for iPP		
Wholsaac	ID 1212572496500842497	Thu Jan 02 03:13:06 +0000 2020	That was awesome https://t.co/fxIbGv7qJU	https://twitter.com/Wholsaac/statuses/1212572496500842497	0	0	Twitter for iPP		
Wholsaac	ID 1208914648336150528	Mon Dec 23 00:58:07 +0000 2019	@feministabulous Welcome to America! Pro tip ignore republicans aka racist. #welcome	https://twitter.com/Wholsaac/statuses/1208914648336150528	0	0	Twitter for iPP		
Wholsaac	ID 1208784407299055617	Sun Dec 22 16:20:35 +0000 2019	LMAO!! People complaining about the LOL Surprise make dolls being anatomically correct (packaging states this clearly) are t	https://twitter.com/Wholsaac/statuses/1208784407299055617	1	2	Twitter for iPP		
Wholsaac	ID 1208614355283132421	Sun Dec 22 05:04:51 +0000 2019	Lmao Eddie Murphy just cursed live on SNL. It it was perfect #snl #EddieMurphy	https://twitter.com/Wholsaac/statuses/1208614355283132421	0	2	Twitter for iPP		
Wholsaac	ID 1195841430259933185	Sat Nov 16 23:09:49 +0000 2019	RT @igorvolsky: A 16yo girl was killed A 14yo boy was killed3 students were wounded in the #SantaClaritaShooting I just did a	https://twitter.com/Wholsaac/statuses/1195841430259933185	21406	0	Twitter for iPP		
Wholsaac	ID 1195841320641847296	Sat Nov 16 23:09:23 +0000 2019	@ScottBakula any room for a former marine want to be actor on show since there maybe a spot open? Asking for a friend #nci:	https://twitter.com/Wholsaac/statuses/1195841320641847296	1	1	Twitter for iPP		
Wholsaac	ID 1193199419807666176	Sat Nov 09 16:11:24 +0000 2019	#tequila #texmex #lunch #streetfood #yummy #instafood #tacos #mexicanfood #delicious #taco #bar #dinner #delish #foodie	https://twitter.com/Wholsaac/statuses/1193199419807666176	0	0	Twitter for iPP		
Wholsaac	ID 1192813700064956417	Fri Nov 08 14:38:42 +0000 2019	Always the word smith. Totally 100% agree get this traitor locked up already. https://t.co/7J8G5fDqf	https://twitter.com/Wholsaac/statuses/1192813700064956417	0	0	Twitter for iPP		
Wholsaac	ID 1183435695874105345	Sun Oct 13 17:33:51 +0000 2019	@AOC Happy birthday 🎉🎉🎉	https://twitter.com/Wholsaac/statuses/1183435695874105345	0	0	Twitter for iPP		
Wholsaac	ID 1182132608337100801	Thu Oct 10 03:15:51 +0000 2019	@DonCheadle Well there is a bitch front and center sitting down sooooo....	https://twitter.com/Wholsaac/statuses/1182132608337100801	0	0	Twitter for iPP		
Wholsaac	ID 1181004639665344515	Mon Oct 07 00:33:42 +0000 2019	@disneyplus @Disney Show you the world I can hmm https://t.co/UIKDy7b8PN	https://twitter.com/Wholsaac/statuses/1181004639665344515	0	0	Twitter for iPP		
Wholsaac	ID 1180498773585399809	Sat Oct 05 15:03:34 +0000 2019	RT @AOC: The United States doesn't even offer guaranteed healthcare for *its own citizens,* yet wants to demand it from peop	https://twitter.com/Wholsaac/statuses/1180498773585399809	33339	0	Twitter for iPP		
Wholsaac	ID 1180274364165623810	Sat Oct 05 00:11:51 +0000 2019	It's official @AOC in RepAOC is smart, she knows her shit, is a leader we need, sophisticated, and (wait for it) is hot. To bad I m	https://twitter.com/Wholsaac/statuses/1180274364165623810	0	0	Twitter for iPP		
Wholsaac	ID 1175233342821818369	Sat Sep 21 02:20:38 +0000 2019	@TheVergeNews confirmed bad screen iOS 13 CarPlay I'm 2016 Cadillac CTS https://t.co/dEfo87n6in	https://twitter.com/Wholsaac/statuses/1175233342821818369	0	0	Twitter for iPP		
Wholsaac	ID 1174839927600795648	Fri Sep 20 00:17:20 +0000 2019	Hey @Apple, I'm a man so how do I remove the Cycle tracking feature on my Apple Watch s4?	https://twitter.com/Wholsaac/statuses/1174839927600795648	0	0	Twitter for iPP		
Wholsaac	ID 1171967378214838274	Thu Sep 12 02:02:51 +0000 2019	Story of my life...#relationships #onlinedating #relationshipgoals #motivation #goals #happy #life #couplegoals #dating #relati	https://twitter.com/Wholsaac/statuses/1171967378214838274	0	0	Twitter for iPP		
Wholsaac	ID 117177289773867009	Wed Sep 11 13:27:31 +0000 2019	@SethGreen I think I have a new Robot Chicken cast for you.... https://t.co/SkIj6oiGB	https://twitter.com/Wholsaac/statuses/117177289773867009	0	0	Twitter for iPP		
Wholsaac	ID 1169019249408598016	Tue Sep 03 22:48:03 +0000 2019	Lol #dankmemes #comedy #fun #humor #cute #horror #movie #film #photography #funny #edgymemes #memesdaily #mao #	https://twitter.com/Wholsaac/statuses/1169019249408598016	0	1	Twitter for iPP		
Wholsaac	ID 1168289264838356992	Sun Sep 01 22:27:21 +0000 2019	@Cadillac it's about time we get rid of wood grain interiors. The ugliest thing about any car.	https://twitter.com/Wholsaac/statuses/1168289264838356992	0	0	Twitter for iPP		
Wholsaac	ID 1166815614985474048	Wed Aug 28 20:51:35 +0000 2019	@realjuliasong "EAT THIS PUSSY! I SAID EAT THIS PUSSY! DON'T YOU DARE GET UP, YOU AIN'T DONE YET!"	https://twitter.com/Wholsaac/statuses/1166815614985474048	0	0	Twitter for iPP		
Wholsaac	ID 1161269412923621378	Tue Aug 13 13:32:58 +0000 2019	Goddam typo** want not wnat	https://twitter.com/Wholsaac/statuses/1161269412923621378	0	0	Twitter for iPP		
Wholsaac	ID 1161268708968468481	Thu Aug 13 13:30:10 +0000 2019	Hold up! @officialDannyT is the voice of Boots in Dora & amp; the Lost City of Gold. THAT ALONE MAKES ME WANT TO SEE THIS	https://twitter.com/Wholsaac/statuses/1161268708968468481	1	1	Twitter for iPP		
Wholsaac	ID 1152281691479826432	Fri Jul 19 18:18:58 +0000 2019	@USMHAForge I don't think your site is working. I filled out the contact form and never got a response. Email link also goes to i	https://twitter.com/Wholsaac/statuses/1152281691479826432	0	0	Twitter for iPP		
Wholsaac	ID 1151624575958048769	Wed Jul 17 22:47:49 +0000 2019	RT @tim_cook: Happy 🎉🎉🎉! This 🍌, we're 🍌 diversity in all its forms with greater representation in your emoji 🍌. #World	https://twitter.com/Wholsaac/statuses/1151624575958048769	1252	0	Twitter for iPP		
Wholsaac	ID 1141711204638973952	Thu Jun 20 14:15:37 +0000 2019	@ArianaGrande https://t.co/vxMh4udQMl	https://twitter.com/Wholsaac/statuses/1141711204638973952	0	0	Twitter for iPP		
Wholsaac	ID 1139008191096926211	Thu Jun 13 03:14:49 +0000 2019	Wearing this to support friends, family, coworkers for pride month. #pride #support #pridemonth #gbt #gbtq #gbtpride ht	https://twitter.com/Wholsaac/statuses/1139008191096926211	0	0	Twitter for iPP		
Wholsaac	ID 1136622165829332993	Thu Jun 06 13:13:36 +0000 2019	Looks like someone was eating ass on the regular #eatThatAss #assEating #anal https://t.co/fabSA73Go3	https://twitter.com/Wholsaac/statuses/1136622165829332993	1	0	Twitter for iPP		
Wholsaac	ID 1131369294745489408	Thu May 23 01:20:34 +0000 2019	@halsey The only woman I know on earth that can pull any of and I mean ANY hair style or color!! #Halsey #beauty #natural	https://twitter.com/Wholsaac/statuses/1131369294745489408	0	0	Twitter for iPP		
Wholsaac	ID 1131236398911119361	Wed May 22 16:32:29 +0000 2019	"I don't do cover-ups" says the asshole who cover-up his bald head, porn actress affair, traitor behavior, illegal deals, tax frau	https://twitter.com/Wholsaac/statuses/1131236398911119361	0	0	Twitter for iPP		
Wholsaac	ID 1126488146139656193	Thu May 09 14:04:37 +0000 2019	https://t.co/OvpK7Qotc	https://twitter.com/Wholsaac/statuses/1126488146139656193	0	0	Twitter for iPP		
Wholsaac	ID 1126486643106623488	Thu May 09 13:58:39 +0000 2019	@Mrs_JGplus3 Guy, guys I got this.... the color code is #D0434E that's the hex value. You're welcome	https://twitter.com/Wholsaac/statuses/1126486643106623488	0	0	Twitter for iPP		
Wholsaac	ID 112629447487074304	Wed May 08 23:35:36 +0000 2019	#wacado #tiny #smallest the worlds tiniest avocado https://t.co/DvXTwvQHe	https://twitter.com/Wholsaac/statuses/112629447487074304	0	0	Twitter for iPP		

C'est au sein de ces soixante fichiers Excel que nous avons réalisé la recherche de réinteractions avec la marque Nike, grâce à la commande ctrl+f. Les mentions à la marque Nike ont ensuite été rassemblées dans un fichier Excel qui nous a permis de faire des comparaisons entre les différents types d'internautes (selon leur polarité). @WhosIsaac ayant réagi positivement à la vidéo « Dream Crazy », voici pour illustration le fichier Excel reprenant les réinteractions des internautes positifs :

	A	B	C	D	E	F	G	H
	Tweet author	Tweet ID	Date posted	Tweet text	URL	Retweets	Favorited	Source
1								
2	bellise_driesen	rien						
3	bnwomeh	rien						
4	CaptainLouie	rien						
5	dave_bikes	rien						
6	deevman	rien						
7	ffstockbroker	rien						
8	Janet31911021	rien						
9	JuliaHarrison34	rien						
10	kratloff	ID 1147975451068862464	Sun Jul 07 21:07:30 +0000 2019	RT @JordanHeckFF: THIS NIKE COMMERCIAL, #USWNT, https://t.co/eKYFxDf5gO	https://twitter.com/kratloff_/status/1147975451068862464	6750	0	Twitter for iPho
11	KvrlKarla	ID 1091815282392420352	Sat Feb 02 21:47:02 +0000 2019	RT @tonyposnanski: @TomiLahren Don't worry sis. ReebokKK makes a clothing line in dumb and raci	https://twitter.com/KvrlKarla/status/1091815282392420352	913	0	Twitter for iPho
12	LawandaCole15	rien						
13	philpapi_	ID 1233334055405486080	Fri Feb 28 10:12:07 +0000 2020	RT @SoleCollector: @AntDavis23 wearing "Carpe Diem" Nike Kobe 4s against the Warriors. Just like	https://twitter.com/philpapi_/status/1233334055405486080	131	0	Twitter for iPho
14	philpapi_	ID 1227699684237619200	Wed Feb 12 21:03:08 +0000 2020	The original Nike tech low-key lmao https://t.co/szsh42ouEi	https://twitter.com/philpapi_/status/1227699684237619200	1	2	Twitter for iPho
15	philpapi_	ID 1225874188524773376	Fri Feb 07 20:09:16 +0000 2020	RT @_heydaisy_: Damn girl i ain,Aôt know Nike made dresses	https://twitter.com/philpapi_/status/1225874188524773376	69	0	Twitter for iPho
16	philpapi_	ID 1221226650689593344	Sun Jan 26 00:21:37 +0000 2020	RT @JustRyCole: It'd be dope if Nike ran a LeBron x Kobe puppet commercial the first break after hist	https://twitter.com/philpapi_/status/1221226650689593344	294	0	Tweetbot for iPho
17	rpaigneddreams	rien						
18	WhosIsaac	ID 1110149253450686464	Mon Mar 25 11:59:42 +0000 2019	@teamnike Ordered dec delivered Jan on Amazon	https://twitter.com/WhosIsaac/status/1110149253450686464	0	0	Twitter for iPho
19	WhosIsaac	ID 1109889974424477697	Sun Mar 24 18:49:25 +0000 2019	@Nike umm what gives? The swoosh logo is falling off and theses are only a few months old? https://t.co/szsh42ouEi	https://twitter.com/WhosIsaac/status/1109889974424477697	0	0	Twitter for iPho
20	WhosIsaac	ID 974820444502142976	Sat Mar 17 01:31:19 +0000 2018	@Nike just saw your commercial with everyone running, nice! But it would be better with a Marine ri	https://twitter.com/WhosIsaac/status/974820444502142976	0	0	Twitter for iPho
21	wishuwud	ID 1085376487677669377	Wed Jan 16 03:21:34 +0000 2019	I'm interested to see if the #gillletteboycott actually makes the company more money like the Nike oi	https://twitter.com/wishuwud/status/1085376487677669377	0	1	Twitter for iPho
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Ces différentes étapes ont été réalisées pour les trois types d'internautes (positifs, négatifs et neutres).

N°12 Liste des mots-clés définis pour la veille manuelle (corpus n°2)

Topics	Keywords
Nike	Kaepernick, Kaep, Kaepernick, Kaepernick, Kap
	Colin, Collin
	CK
	Controversial campaign
	Inspiring
	Hero
	Non-patriotism
	American anthem
	American flag
	Trump & Kaepernick
	American soldier
	September 2018
	Boycott (#boycottnike, #WalkAwayFromNike, #justburnit)
	Crazy dreams / Dream crazy
Kaepernick	Ad
	Commercial
	Campaign
	Quote
	Dream crazy / Crazy dreams
	Controversial
	Boycott
	Slogan
Boycott	Just do it
	#boycottnike, #WalkAwayFromNike, #justburnit
	Crazy dreams / Dream crazy
Campaign	Nike
	Kaepernick
	Crazy dreams / Dream crazy

N°13 Liste des mots extrêmes pour la sélection des internautes (corpus n°3)

Pour sélectionner les internautes du corpus n°3 de façon objective, voici la liste des mots que nous avons utilisée :

Love, Hate, Support, Proud, Good, Respect/disrespect, Legend, Hero, Powerful, Congrats/Congratulations, God, Thank you/thanks, Boycott, Fan, Care/don't care, Stop, Fuck/what the fuck (WTF)/what the hell, Stand behind/stand with, Inspiring/inspiration/inspirational, With you/with Nike/with Kaepernick, Amazing/awesome, Buy Nike/don't buy Nike, Sacrifice, Delusioned/disappointed, Harm, Burn, Joke, Loser, Anti-american, Honor/dishonor, Bad/worst/wrong, Shame, Bullshit/bs.

Cette liste a été construite sur base de la lecture des commentaires sous la vidéo « Dream Crazy ». Elle a également permis de compléter la liste par défaut proposée par Netlytic dans sa comptabilisation des termes à consonance positive ou négative.

N°14 Captures d'écran des interfaces des trois outils

Interface de Netlytic :

The screenshot displays the Netlytic web interface in a browser window. The address bar shows 'netlytic.org'. The navigation menu includes 'Home', 'About', 'Resources For...', 'Help', 'My Datasets', 'New Dataset' (highlighted), 'My Account', and 'Log Out'. A progress bar at the top indicates the current step: '1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report'. The main content area is titled 'DATASET: CORPUS 1_V1' and is divided into two sections: 'KEYWORD EXTRACTOR' and 'MANUAL CATEGORIES'. The 'KEYWORD EXTRACTOR' section features buttons for 'RESET', 'EXPORT AS CSV', 'WORDS CLOUD', and 'WORDS OVER TIME'. It shows '# of unique words found' as 3145 and 'NO NEW MESSAGES TO PROCESS'. The 'MANUAL CATEGORIES' section has buttons for 'CREATE/EDIT CATEGORIES', 'RESET', 'EXPORT', and 'VISUALIZE', also showing 'NO NEW MESSAGES TO PROCESS'. On the left side of the interface, there is a vertical red 'feedback' button. To the right of the main content, there are two columns of instructional text. The first column explains the 'Keyword Extractor' and its visualizations. The second column explains the 'Manual Categories' feature and its visualization. A red note indicates that requests are queued and executed on the server-side.

netlytic

Home About Resources For... Help My Datasets **New Dataset** My Account Log Out

1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report

DATASET: CORPUS 1_V1

KEYWORD EXTRACTOR

RESET EXPORT AS CSV WORDS CLOUD WORDS OVER TIME

of unique words found ? 3145

NO NEW MESSAGES TO PROCESS

MANUAL CATEGORIES

CREATE/EDIT CATEGORIES RESET EXPORT VISUALIZE

NO NEW MESSAGES TO PROCESS

feedback

Start by using the "Keyword Extractor" to identify popular topics in this dataset, as measured by word frequency.

The results can be visualized using a "Words Cloud" or a "Stacked Graph" showing popular topics over time.

— Once you start the analysis, your request will be queued and executed on the server-side, so feel free to close the browser or work with other datasets while you are waiting for the results.

Start by clicking on the "Create/Edit Categories" button to manually create categories of words and phrases to represent broader concepts such as *positive vs negative words*.

Netlytic will then automatically identify and count what records in your dataset belong to what category. The results are visualized as an interactive "Treemap" visualization.

If this is your first time using this feature, Netlytic will

Interface de MeaningCloud (une fois le logiciel téléchargé et intégré à Excel) :

Corpus n°2_final_analyse_Text2Data (1).xlsx - Excel (Échec de l'activation du produit)

MeaningCloud Dites-nous ce que vous voulez faire.

Connexion Partager

Analyses: Text Classification, Sentiment Analysis, Language Identification, Topics Extraction, Text Clustering, Deep Categorization, Miscellaneous: Settings, Check for Updates, Help, Feedback, About

Text	Polarity	Agreement	Subjectivity	Confidence	Irony
Alright if you don't have nike and choose not to buy from them in the future because of Keapernic thats ok in my book this is insane. #NikeBoycott #Nike	P	AGREEMENT	OBJECTIVE	92	NONIRONIC
Nike ad campaign is misleading. It states that Kaepernick is willing to lose everything to fight injustice in this world. If that's the case why is keapernic suing the NFL to get his job back. Look to me hypocrite keapernic is not willing to lose everything he has	N	DISAGREEMENT	SUBJECTIVE	86	NONIRONIC
I support Colin Kaepernick now. Sporting my new Nikes to prove it.	P	AGREEMENT	OBJECTIVE	100	NONIRONIC
“.@johnNBCLA shame on @Nike / @NikeLA putting corporate greed over human need where is so-called activist Kaepernic on this or does he is only for what profits him?”	P+	AGREEMENT	OBJECTIVE	100	NONIRONIC
This is an 8 on the Ted Cruz anger scale. Where 10 is “I’m not wearing Nikes anymore because Kaepernick!” white hot rage and 1 is “Trump just said my wife is ugly and my dad is a murderer” mild bemusement.	N	DISAGREEMENT	SUBJECTIVE	86	NONIRONIC
“@Suffragentleman So no different to right-wingers boycotting Nike over Kaepernick then.”	P	AGREEMENT	OBJECTIVE	92	NONIRONIC
He is wearing nike shoes in honor of his hero kaepernick.	P+	AGREEMENT	OBJECTIVE	100	NONIRONIC
#HaveYouHerdBHM: “Believe in something. Even if it means sacrificing everything.” After Kaepernick’s national anthem protests resulted in him no longer being in the NFL Nike stuck with their endorsed athlete and ran one of the most impactful campaigns of the decade. #JustDolt	N	AGREEMENT	SUBJECTIVE	92	NONIRONIC
Oh I got one you have highlights in your hair. So does Melania! The lady how is married to the bad orange man. Therefore you have no credibility. Or you are wearing Nikes. The brand that supports Kaepernick! Ha clearly you can’t be trusted.	N	DISAGREEMENT	SUBJECTIVE	86	NONIRONIC
Conscious influencers are the most underpriced attention assets rights now. Mostly because they don’t know there own worth. And big corps are afraid to tap into the market. But Nike cleaned up big checks off Kaepernick. #observations	NEU	DISAGREEMENT	OBJECTIVE	94	NONIRONIC
Colin Kaepernick is a Hero of nike.	P+	AGREEMENT	OBJECTIVE	100	NONIRONIC
Alright Nike I despise your Colin Kaepernick bullshit but ya nailed this one...	N	AGREEMENT	SUBJECTIVE	100	NONIRONIC
In partnering with Colin Kaepernick for its new campaign Nike usurps an organic movement while pruning off its actual political goals @saigrundy writes.	N	AGREEMENT	OBJECTIVE	100	NONIRONIC
Stigmabase — School Board Reconsiders Nike Contract Over Brand’s Support Of Colin Kaepernick: Kaepernick first sat the bench then opted to take a knee during the anthem saying the act was a protest against racial inequality. Many Americans ... View... http://dlvr.it/RQs2cG	NEU	DISAGREEMENT	OBJECTIVE	94	NONIRONIC
Replying to @Lou_TireWorld I love Kaepernick and only wear Nike.	P+	AGREEMENT	SUBJECTIVE	100	NONIRONIC
What fun to see “my boys” back in action again but a real disappointment to see the swoosh on their uniforms after Nike’s affiliation with that ingrate Kaepernick.	N+	AGREEMENT	OBJECTIVE	98	NONIRONIC
Colin Kaepernick sucked too btw. Shouldn't have bailed on that contract he had. Good thing Nike's sweatshops keep him wealthy	NEU	DISAGREEMENT	SUBJECTIVE	94	NONIRONIC
The world's biggest and most profitable sports shoe makers have news about Colin Kaepernick and it warms the heart.	P+	AGREEMENT	SUBJECTIVE	96	NONIRONIC
lol this is like an ideological mirror of the vegan greggs/nike colin kaepernick stuff buying stuff to Own your political opponents.	NONE	AGREEMENT	SUBJECTIVE	100	NONIRONIC
“@Stylus_LIVE Let's look at the biggest and best intentioned troll of the past couple of years. By working with Colin	P	DISAGREEMENT	OBJECTIVE	94	NONIRONIC

all | text | **Global Sentiment Analysis** | Topics Sentiment Analysis | Text Classification

Prêt 100%

Interface de Text2Data (une fois le logiciel téléchargé et intégré à Google Sheet) :

The screenshot shows a Google Sheet titled 'Analyse Text2Data - corpus n°2'. The spreadsheet contains a table with the following columns: 'Source text', 'Sentiment', 'Sentiment Score', 'Magnitude', and 'Subject'. The 'Sentiment' column is color-coded: green for positive, red for negative, and grey for neutral. A dropdown menu for 'Modules complémentaires' is open, showing options like 'Analyze selection', 'Categorize selection', and 'Extract from selection'. The background text in the spreadsheet includes various tweets and their sentiment analysis results.

	A	B	C	D	E
Source text		Sentiment	Sentiment Score	Magnitude	Subject
1	No thank you. Ni	positive	0,958	3,009	unknown
2	Wait... Did you ju	positive	0,99	0,27	unknown
3	A remake of The	positive	0,997	2,276	unknown
4	Nike is behind th	negative	-0,938	0,719	unknown
5	Replying to @Ni	negative	-0,73	0,421	objective
6	Nike sucks since	negative	-0,926	0,841	unknown
7	The new logo for	negative	-0,977	0,814	subjective
8	*@jordankenwor	negative	-0,995	2,529	subjective
9	Y'all must be losi	positive	0,807	1,374	objective
10	Sell them to Colin	negative	-0,826	1,163	objective
11	You chose Colin	neutral	0,182	0,272	subjective
12	Watching videos	positive	0,968	1,634	subjective
13	*@MAGAGwen	positive	0,884	0,887	unknown
14	*@Nike Imma po	neutral	-0,248	1,148	subjective
15	*@Nike Sorry yo	neutral	0,158	0,367	unknown
16	Nike the NBA & h	negative	-0,605	3,449	subjective
17	SO disappointed	negative	-0,998	1,474	subjective
18	Yeah remember	positive	0,928	1,373	objective
19	*@FAIRImmigrat	positive	0,817	0,237	unknown
20	After the Colin K	negative	-0,598	0,777	subjective
21	Replying to @Ni	positive	0,701	0,817	subjective
22	Replying to @Ni	positive	0,726	0,771	unknown
23	I just noticed her	negative	-0,567	0,918	subjective
24	Nike stock climb	positive	0,999	0,669	objective
25	He also predicte	negative	-0,59	1,368	unknown
26	Yeah we aren't c	positive	0,989	1,176	subjective
27	Nike lost my enti	negative	-0,945	0,52	subjective
28	Replying to @ka	negative	-0,856	1,412	subjective
29	Yes WE are. You	positive	0,73	0,479	subjective
30	*@MikeSullivan	neutral	0,163	0,203	unknown

N°15 Analyses complémentaires pour valider les outils

L'analyse de sentiments des corpus devait, originellement, n'être basée que sur l'utilisation d'un seul outil, à savoir MeaningCloud. Mais lors des analyses, nous avons observé un manque de justesse dans les résultats fournis. En effet, MeaningCloud nous permettait de mesurer le degré de confiance, le degré d'objectivité, l'accord ou le désaccord ainsi que le ton ironique ou non de chaque commentaire. Mais les résultats obtenus après avoir réalisé ces analyses nous ont semblé étranges. Ainsi, pour l'ironie par exemple, nous avons obtenu un score de quinze commentaires ironiques, contre 337 non-ironiques... Cela nous paraissait peu probable, étant donné que la majorité des commentaires semblaient ironiques lors de leur lecture. L'analyse du degré d'objectivité nous donnait un résultat étrange également : 55% de commentaires objectifs contre 45% de subjectifs, alors qu'il s'agit majoritairement d'internautes donnant leur avis sur la vidéo et/ou sur le choix d'utiliser Kaepernick comme égérie. Nous aurions donc pu nous attendre à obtenir la proportion inverse. Suite à ces constatations, il nous a semblé important de vérifier les résultats obtenus dans l'analyse de sentiments, afin de s'assurer de leur justesse et de leur validité. C'est pour cela que nous avons ajouté à notre méthodologie l'utilisation de l'outil Text2Data. Nous avons alors réalisé avec Text2Data l'analyse d'objectivité, dont les résultats nous ont parus plus plausibles. En effet, 54% des commentaires ont été classés dans la catégorie « subjectifs », et seulement 14% dans la catégorie « objectifs » (les 32% restants n'ayant pas pu être analysés par l'outil), ce qui fait sens étant donné la nature des commentaires. L'analyse de l'ironie quant à elle ne faisait pas partie des fonctionnalités de Text2Data. Ces résultats n'ont pas été exploités puisqu'ils n'apportent pas d'éclaircissement à notre question de recherche, mais ils nous ont permis de s'assurer que l'outil Text2Data propose une analyse valide.

N°16 Exemples de tweets reclassifiés manuellement

À titre d'exemple, voici une sélection de tweets ayant dû être reclassifiés manuellement, car les classifications originales par MeaningCloud et Text2Data étaient erronées. Notons que les différents corpus sont ici mélangés, mais chaque corpus est représenté au minimum une fois. Il en va de même pour les deux outils.

Texte source	Analyse de sentiment	
	Avant vérification	Après vérification
@nikebasketball @_ajawilson22 @WNBA Dope	P	N
@nikebasketball @_ajawilson22 @WNBA Yeesss!	NONE	P
@Kaepernick7 Maybe you should look at this. It's called respect. Something you and Nike do not have!! Merry Christmas!! Ask Santa for some RESPECT!!	P	N
@dshiff72 Take the Nike swosh off the jersey then looks like it fits.	P	N
RT @SneakerShouts: PRICE DROP ✨ Grab the Nike Air Foamposite One "Copper" on sale for only \$161 (Retail \$230) -> https://t.co/DRpB4VUjK6...	N	P
RT @tonyposnanski: @TomiLahren Don't worry sis. ReebokKKK makes a clothing line in dumb and racist so you don't have to wear Nike.	N	P
No thank you. Nike supports China with their child labor and won't criticize the murdering communist Chinese rulers. Nike supports Colin Kaepernick who d	P	N
Replying to @Nike I won't be buying anything from Nike because of the Colin keeler.	P	N
Replying to @Nike F off. Give them to your hero Kap #fnike	P	N
Yeah we aren't on the same team anymore Nike. Maybe your boy Kap should be out spreading some of that wealth around.	P	N
Replying to @kamwhite191 @Nike I have a problem with their propaganda and with Kap but my foot problem is much worse and their max air is the only wa	N	NEU
Replying to @FAIRImmigration @Nike Efff Nike n Colin Kap Loserssss	P	N
Colin Kaepernick is a very controversial figure. He had stirred a lot of controversies and was well-known for his kneeling stance. He lost his job and was app	N	NEU
Gonna use my check to buy nikes to light on fire to criticize Colin Kaepernick somehow	NEU	N
I stop buying Nike when they used kapemek or how ever you spell his name to me Nike is not American our Flag that our Men and women fight for is more i	P	N
I am so over Nike...with their support of Kaepernick I refuse to buy or wear anything with their logo. I despise them. This news doesn't surprise me.	P	N
"@FAIRImmigration @Nike Haven't bought a Nike product since their love for kaepernick!"	P	N
@MUcomm1200 Nike tweeted a photo of controversial NFL player Colin Kaepernick. Social media had significant responses. Some people were upset due	N	NEU
"@Bullogre And I didn't buy one btw. And I started buying Nike products when they made the Kap commercial."	N	P
@Givemeabeat24 @Kaepernick7 This is literally the coolest fuckin add like you have to have some serious problems to hate this and to try to boycott Nike	N	P
@Kaepernick7 You just weren't good enough.. didn't have anything to do anything else...easier to blame others on your inadequacy	NEU	N
@Borgprince @Kaepernick7 Vomit	NONE	N
@Kaepernick7 No coincidence that I started this painting last month... I am totally with you!!! #blacklivesmatter https://t.co/bCKDYR3F51	N	P
@Kaepernick7 unpopular opinion: i love this ad, i love its message! it gave me goosebumps. Colin stood up for what he believed in which was a very brave decision, he was a good representative for this ad.	NEU	P
@Kaepernick7 What did you sacrifice? Simple question. #ColinKaepernick #NikeAd #NikeKneels	P	N
@Kaepernick7 The people who got upset by this completely missed the entire point and neglected to appreciate the power it has. But yes keep burning the products you already purchased just to prove a point. Thank you Colin Kaepernick for being a voice even if it means risking everything.	N	P
@kratliff_ @Kaepernick7 Wtf has he ever sacrificed? Not a damn thing. He's been nothing but disrespectful to the men & women who have fought served bled & died for our country & kneeling for the National Anthem is disrespectful af. He doesn't deserve crap! #BoycottNike #JustStand	P	N
@bettyhenderson7 @Kaepernick7 So true.....Tear down the wall of all injustices the hatred bigotry and prejudices. Love your words.....	NEU	P

#HaveYouHerdBHM: "Believe in something. Even if it means sacrificing everything." After Kaepernick's national anthem protests resulted in him no longer being in the NFL Nike stuck with their endorsed athlete and ran one of the most impactful campaigns of the decade. #JustDolt	N	P
Strong opinions will be expressed Some people will take issue with you. Just like they did with Nike when they hired Colin Kaepernick. They burnt their shoes to prove it. Others will jump in and defend you and agree with every word you wrote.	P	NEU
@FAIRImmigration @Nike I do not buy Nike for me my family my grandsons etc.	NONE	N
Let's tell Nike to ESAD for supporting Colin Kaepernick the anti-American slime ball who repeatedly kneeled to disrespect America, Americans, and our American Flag. FU Nike.	P	N
@FAIRImmigration @Nike I won't buy anything from this company until they repudiate Colin Kaepernick and his anti cop anti American Bullshit.	P	N
Good for them. Haven't bought Nikes since they signed Kaepernick and never will again.	P	N
I just submitted my last assignment for my PR course. I did it on Nike's 30th anniversary campaign with Colin Kaepernick. Let's hope the instructor isn't an anthem loving "patriot" or I'm fucked.	N	P
@NickDiPaolo	NEU	N
They should ONLY hire Americans and support our country but no surprise here the way they thumbed their noses at our Military by backing that joke Colin Kaepernick.. since that disaster I will NEVER buy another @nike product again. #boycottnikehttps://twitter.	NEU	N
Nike shoes are garbage and so is Kaepernick. New Balance all the way. It is a far superior product.	P	N
Nice of @CollinKapernick's beloved Nike to display such meritorious corporate behavior. #BoycottNike	P	N
I'll never buy another Nike product until you stop giving kaeperDICK a platform to spew his hate. #BoycottNike	P	N
Just one of the reasons I don't buy Nike anymore! The other one has the initials of CK. #boycottnike	NONE	N
Kaepernick kneeling is none of the following - anti cop anti American soldier anti American etc. Kaepernick kneeling is though addressing there are bad cops and they need to be held to a higher standard. But go on and burn the nikes you already paid money for.	NEU	P
Nike you had a decent commercial going until Kaepernick became your face.Unreal you would align with someone who has sacrificed nothing compared to an American Soldier.	P	N
People in Canada boycotting nike because an American took a knee for the American anthem at American football games is....confusing.	N	NEU
"@FAIRImmigration @Nike I don't purchase their product. They are obviously anti-American. They em ployee @CollinKapernick as their hero."	P	N
Wanna see why you don't write about a boycott's success 5 minutes after it starts? The Washington Post declared Nike's controversial campaign a bust. Wrote a big editorial about it. Two days later? Nike sales are up 31 percent year-to-year. Whoopsie.	N	P
#NIKE RUNNING INTO Controversial former NFL quarterback Colin Kaepernick currently embroiled in legal proceedings against the league over alleged collusion by owners is the face of Nike's new campaign. We talk consumer reaction and the anthem protests.	N	NEU
Never forget Colin Kaepernick refused to stand for the national anthem due to 'injustice' then signed a multi million dollar deal with @Nike the same company who has Chinese youth working in sweat shops for 5\$ a day. Colin cant see injustice unless it involves a dollar sign	P	N
Not all bad news. Screw this company and it's hideous spokesman-Collin Crap-er-neck...Nike says all stores in the US to close to limit coronavirus spread	NEU	N

@Kaepernick7 I wish Colin Kaepernick would sacrifice everything by giving all his millions to charity and going away never to be seen or heard from again. He actually has a pretty sweet deal as it now stands. He gets paid by Nike and doesn't have to do anything... some sacrifice.	P	N
@ShannyHam71 @Kaepernick7 That's BS. If your motivation isn't to disrespect the flag or anthem then why not protest elsewhere? A park the streets? Give TV interviews. But you choose to do it during the anthem.	P	N
@Kaepernick7 Dont let that slogan stand for nothing... they say ur disrespecting the flag whn 97% have no idea how to respect the flag protesting by kneeling is far from disrespectful...its jst one of the rights we've fought for	NEU	P
@Kaepernick7 @SoulStealer25 Wow! This made me cry. Thank you for the inspiration. I needed this today!	N	P
@Kaepernick7 Just want everyone to realize... This Man is Real!!!! He hasn't hurt anyone ONLY has tried to HELP!!! For all THOSE burning shoes and tearing socks. You could be giving those same exact things to the ONES whom you think he is disrespecting. Give them to the homeless Vets etc!	N	P
@Kaepernick7 I support their decision to not sell the Nike product. There should be a limit to what is right and wrong and Nike endorsing someone that disrespects the country that was responsible for the opportunity for success is wrong.	P	N
@Duck2takeCooter @Kaepernick7 @ChadwickWThe3rd I'm so damn motivated now to go buy a pair Nike shoes I can't hardly contain myself	N	P
@Kaepernick7 You wouldn't know a damn thing about sacrifice	P	N
@Kaepernick7 Whoever want to take offense of Kaepernick kneeling & his movement then you on the side that is ok to be injustice. He haven't offend any veteran because kneeling during the Anthem is no sign of disrespect. You're only try to deviate from the true problem that people of color face.	N	P
@Kaepernick7 #BoycottNike	NONE	N
@wanchesegirl @Kaepernick7 There's something wrong with you if you think there's ANYTHING wrong with this advertisement.	N	P
@Kaepernick7 Kneel sit or stand on your head I honestly don't care but stop playing the victim. Lots of your kneeling league mates are still playing. You made a choice but it wasn't a sacrifice.	P	N
@Kaepernick7 Lol what have you sacrificed? why don't you go give some money to the poor people that have to make your Nikes in the sweatshops where they work like dogs for nothing	P	N
@Kaepernick7 As a veteran I have served for your right to protest I kneel with you and will do so anyday anytime. Your protest in in the same spirit of MLK and countless other who marched and protested in the 60's. I support you!	N	P
@Kaepernick7 @AhmedBaba_ This commercial is hella inspirational. It's way bigger than Colin. Instead of being fake outraged show this to your kids to teach them that anything is possible.	N	P
@jeffCEprowler @Ameribugger @Curious_Dawg @Kaepernick7 @Nike Can some rip into this dude I'm tired of fighting with these bigots honestly.	NEU	N
@proto_bane @Kaepernick7 People have to stop discriminating and police have to stop killing people.	N	P
@CapitolPoet @Kaepernick7 @gccush @samriddle @jemelehill @910Superstation @kat__stafford Cheapskate Pot Head	NEU	N
@Kaepernick7 We believe in your struggle Go ahead https://t.co/pYJ9D4Puwe	NEU	P
@Kaepernick7 @HappySonship SMH	NONE	N
@Kaepernick7 @Roberta1836 Absolutely! Keep on fight Colin	NEU	P
@Kaepernick7 You wouldn't know a damn thing about sacrifice	NEU	N

Colin Kaepernick's Nike Commercial Wins an Emmy... RAISE YOUR HAND IF YOU JUST THREW UP IN YOUR MOUTH....	P	N
"@markritson @Mondelēz Also Nike's famous Colin Kapernic's ad was exactly that ... An ad. 📌📌 https://t.co/9W3XMC4PtE "	P	NEU
Was Nike's Colin Kaepernick ad campaign a success?	P	NEU
I stopped buying Nike products when they endorsed Kaepernick. They are now anti American. Boycott!!!	NEU	N
I will never buy another article of @Nike clothing. Turning their back on the United States Flag is unacceptable. Colin Kaepernick is a bum and a buffoon. I never thought I would see the day that Betsy Ross was controversial.	NEU	N
Attendez y'a des gens qui boycott nike pour la pub dream crazy ???	N	P
Nike. You can close your stores all you want. I stopped buying your products years ago when you endorsed the unamerican Kaepernick.	NEU	N
@Nike Stopped buying when you signed Kaepernick	NONE	N
@Nike Boycott Nike as long as they endorse kaepernick	NEU	N
You chose Colin Kaepernick I choose never to buy Nike ever again	NONE	N
hating Kaepernick.	NEU	N
Jesus Nike no one cares for you anymore. Go cuddle Kaepernick. Why am I even seeing an ad?	NONE	N
"@m109thunderider @dougducey Ya to the sweatshops of the foreign countries they exploit?? Nike is an unethical company and is unamerican! I know several people (even....yes democrats) that will no longer be purchasing their garbage shoes. American quali"	NONE	N
@jemelehill @Kaepernick7 does not need the @nfl because @nike stock is doing well..	N	P
@jemelehill Nike stock is doing well. Haters go to Hell...	N	P

N°17 Récapitulatif du nombre de tweets des historiques

Nbr de tweets dans l'historique	Négatifs	+	Positifs	= Extrêmes	Neutres	Total
<100	2		4	6	0	6
100-500	0		1	1	3	4
500-1000	4		1	5	1	6
1000-2000	3		3	6	1	7
2000-3000	4		1	5	2	7
>3000	2		5	7	23	30
Total	15		15	30	30	60

La catégorie « extrêmes » est constituée de la somme des internautes « négatifs » et « positifs ». Nous observons une dominance du nombre d'internautes ayant un historique composé de plus de 3000 tweets (30 sur 60), surtout au sein des internautes neutres (23 sur 30). Cela pourrait donc signifier que les internautes ayant réagi de façon neutre à la campagne « Dream Crazy » sont des internautes ayant l'habitude de tweeter beaucoup. Cette observation mériterait de plus amples analyses. En effet, confirmer que les internautes qui réinteragissent avec une marque par la suite sont les internautes qui tweetent beaucoup pourrait nous amener à conseiller aux marques de viser particulièrement les twittos réguliers lorsqu'elles lancent une campagne de marketing viral engagée.

N°18 Améliorations des chiffres de Nike

Après avoir chuté de 3% dans les jours qui ont suivi la publication de la campagne (Joyce, 2018 ; Weir, 2018 ; Jiang, 2018 ; Braun, 2018), l'action de Nike a finalement augmenté de 7% (Sampath & Kalluvila, 2018). La valeur totale de l'exposition aurait rapporté à Nike 43 millions de dollars en 24 heures (Brandberg et al., 2018 ; Bloomberg, 2018), tandis que la valeur de la marque aurait augmenté de 6 milliards de dollars (Kreuser, 2019 ; Vredenberg et al., 2018). Nike aurait été citée 5,2 millions de fois sur les réseaux sociaux en 72h (Cauterucci, 2018 ; Muñoz, 2019 ; Brandberg et al. 2019), augmentant ainsi son nombre de mentions de 1678% (Cauterucci, 2018). Enfin, le chiffre qui revient le plus souvent est l'augmentation des ventes en ligne de 31% en cinq jours, contre 17% l'année précédente à la même période, c'est-à-dire au moment de la fête du travail aux États-Unis (selon une étude du Edison Trends, citée par Joyce, 2018 ; Braun, 2018 ; BBC, 2018 ; La Réclame, 2018 ; Martinez, 2018 ; Muñoz, 2019 ; Banet-Weiser, 2018). Et puis, « Dream Crazy » a été récompensée en 2019 par un *Creative Arts Emmys* dans la catégorie "*Outstanding commercial*" (Brandberg et al., 2019 ; Kreuser, 2019). Cette campagne controversée a donc également été positive pour les chiffres de Nike.