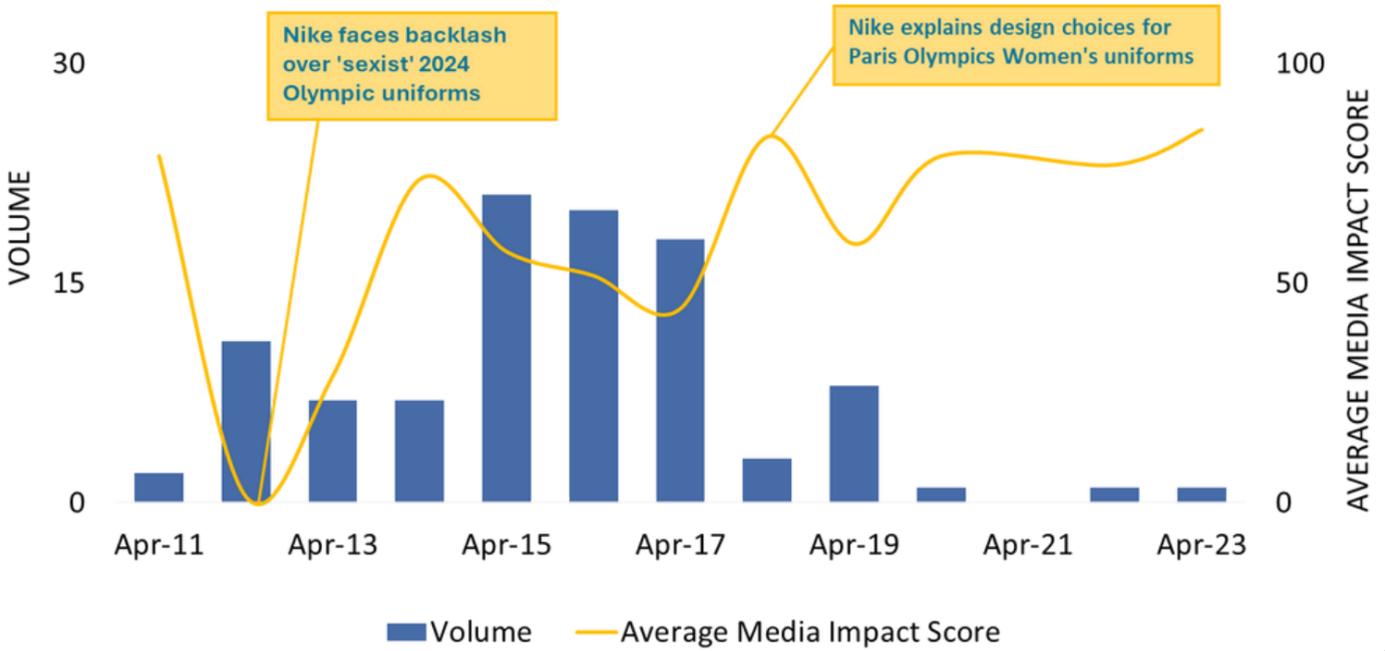




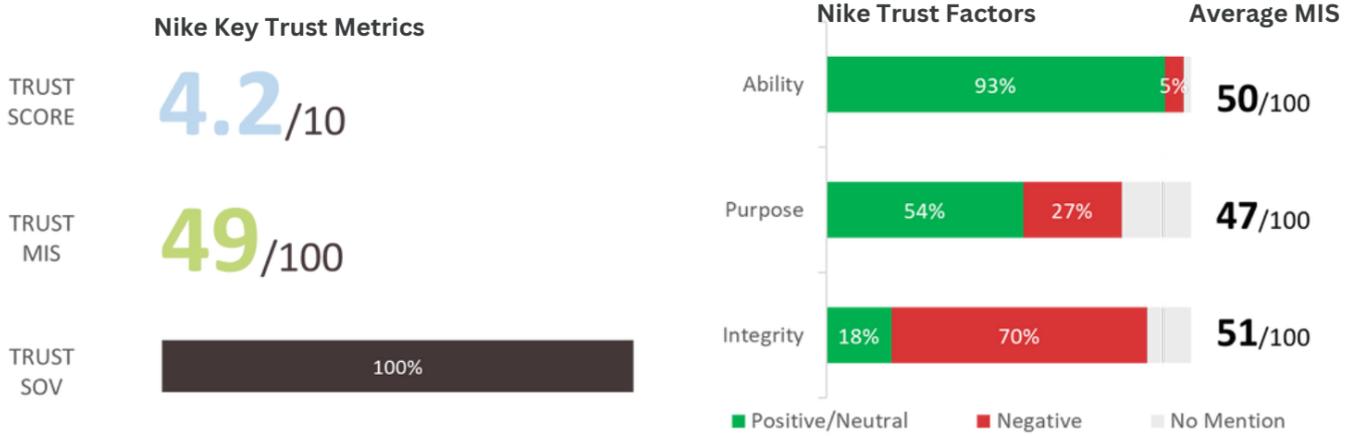
# Nike Olympic Uniform Controversy: Media Insights

Below are insights evaluating Nike's Olympic Uniform controversy, measuring media impact, sentiment, trust, and voices. Athlete critiques and company defenses shape public perception, while trust balances amid neutral coverage. Advocates like Katie Moon influence sentiment, emphasizing Nike's commitment to performance and inclusivity amidst the debate.

## Volume vs. Media Impact Score

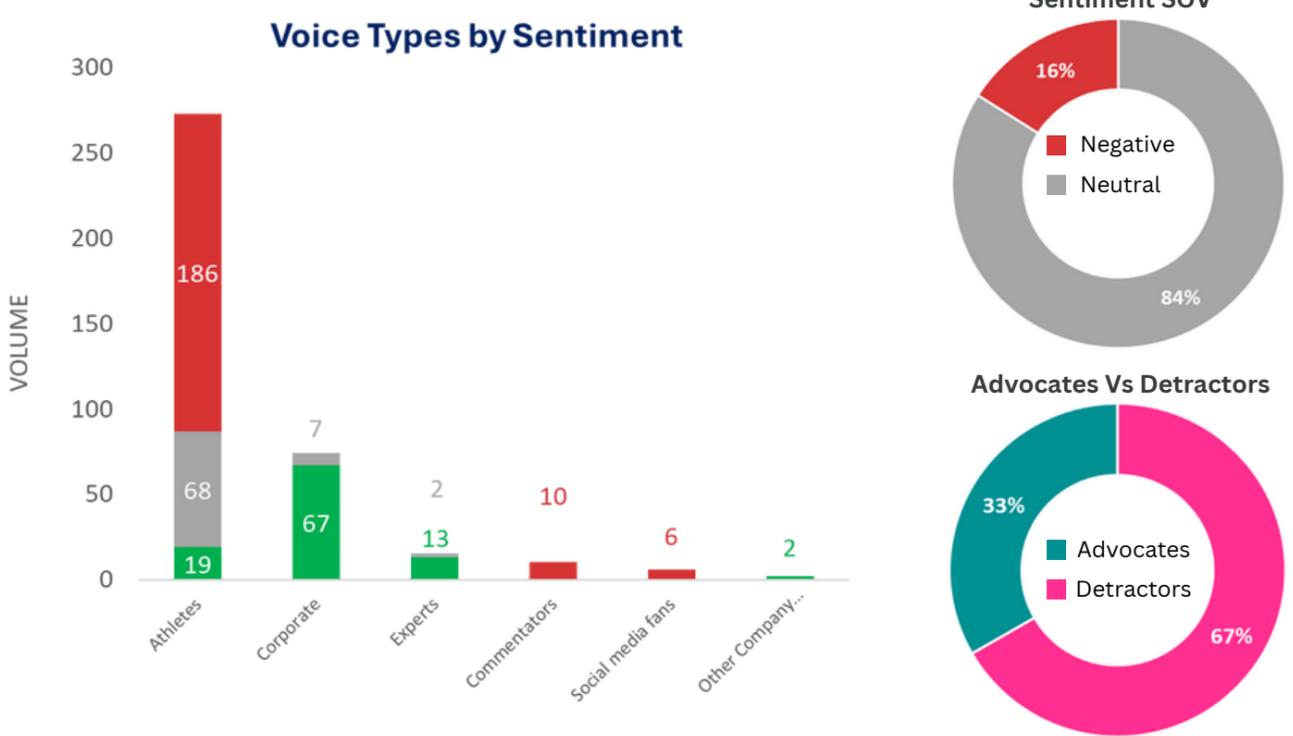


## How did this affect consumer trust in Nike?



Media coverage of Nike's controversial uniform design yields a Trust score of 4.2/10, with neutral sentiments dominating. 'Purpose' factors include Nike defending the new Team USA kit, while Lauren Fleshman's critique escalates the controversy. 'Integrity' suffers from criticism of revealing designs, yet maintains the highest MIS among Trust factors. Neutral mentions affirm Nike's commitment to ethics. Executives and advocates like Katie Moon mitigate negative impacts, emphasizing Nike's "Ability" to prioritize comfort and performance.

## Sentiment Analysis



Athletes dominate media discussions about sexist allegations concerning women's sports uniforms, challenging the normalization of revealing outfits. Corporate voices help defend the design, prioritizing performance. Despite varied opinions, trusted voices express predominantly negative sentiments.

## Top Voices by Sentiment

