A QUANTITATIVE ANALYSIS OF DONALD TRUMP AND EVANGELICAL PASTORS ON TWITTER

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Political Data Analysis (POLS-Y575)

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RESEARCH QUESTION

- Is there a relationship between the frequency of President Donald Trump's tweets about policy issues (in this case, immigration) in relation to Evangelical Pastors who have been vocally supportive of Trump?

- Evangelical Pastors (More Info in Handout) :
- Franklin Graham, Mark Burns, Robert Jeffress, and Darrell Scott.

WHY IS *THIS* QUESTION/PROJECT IMPORTANT?

- Politicians, namely Donald Trump, and religious leaders are increasingly using Twitter to communicate to/with voters, supporters, congregations, and the general public.

- Democrats, Republicans, and other politically active groups use tweets to try to shape public opinion (Parmelee, 2013). Given the events of the previous midterms, immigration was constantly in the news.

THEORY /HYPOTHESIS

- My assumptions/the theory behind this this project is that pastors are becoming more politically active, judging from the news, anecdotical experience in churches, and the extreme partisan divide in the US.

- Hypothesis: There will be a relationship between the frequency of words related to Immigration from Trump and the frequency of words related to Immigration by vocally supportive Trump pastors.

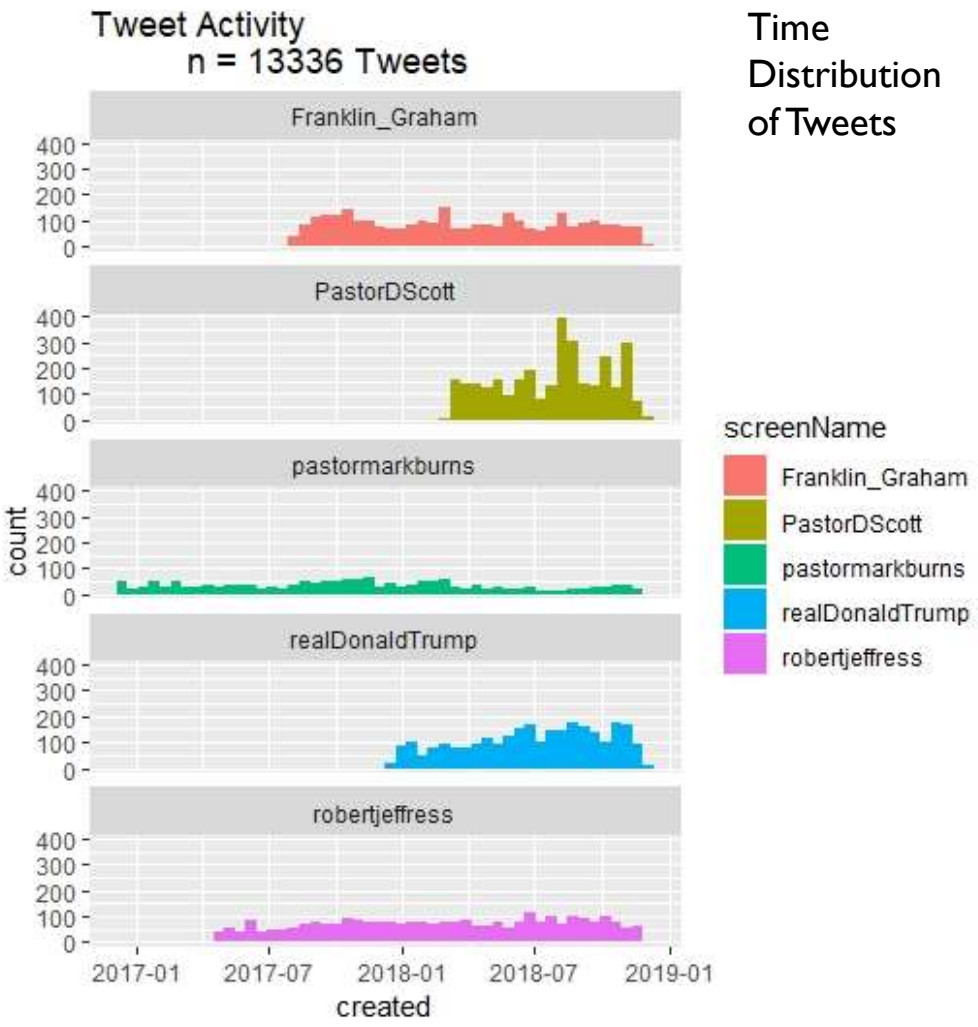
METHOD

- Tweets Scraped with Twitter API and R Studio. Packages : TwitteR, TidyText, TM, etc.
- Created a Mini-Dictionary of Immigration Words Used in This Study that Encapsulate Immigration in the American Context

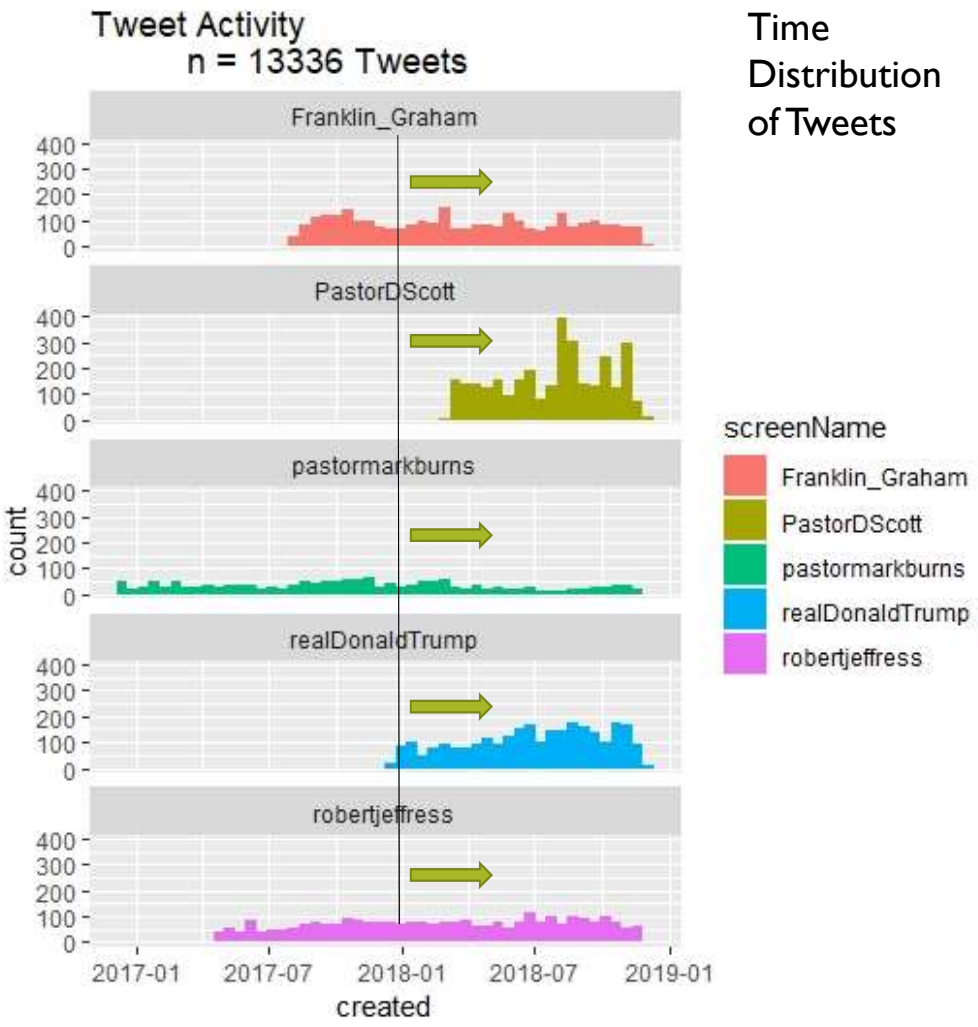
  (Border, Daca*, Immigration, Mexico, Wall)

- Chi-Squared Test for My Categorical Variables (Immigration Related Words Split into 5 groups) Is there an association/relationship between the variables and the twitter account holders?

*Deferred Action for Childhood Arrivals



Time Distribution of Tweets



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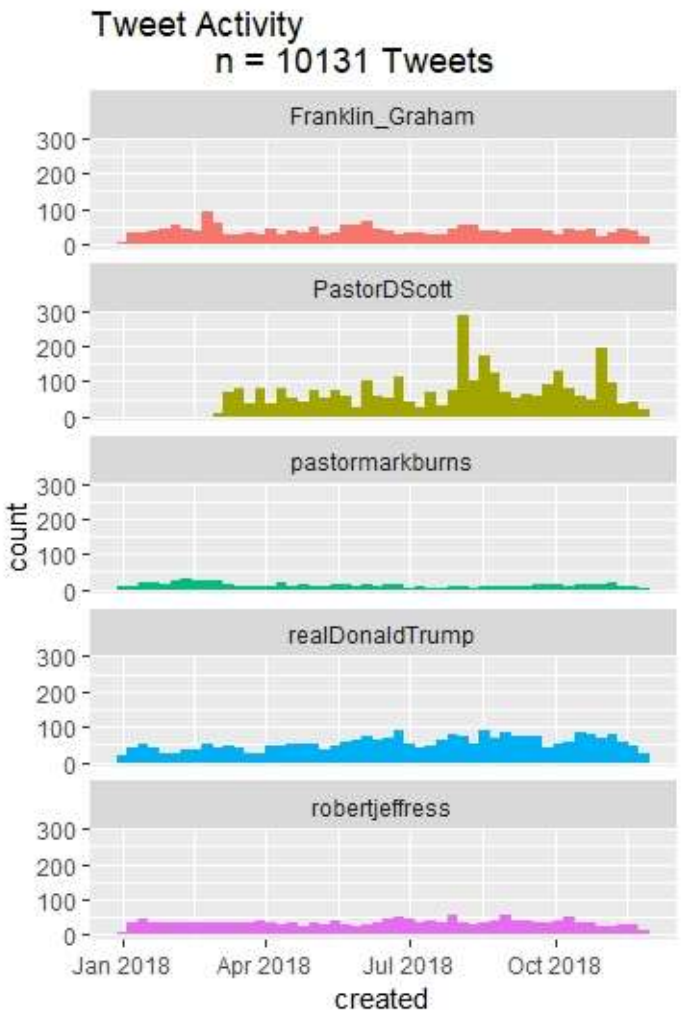
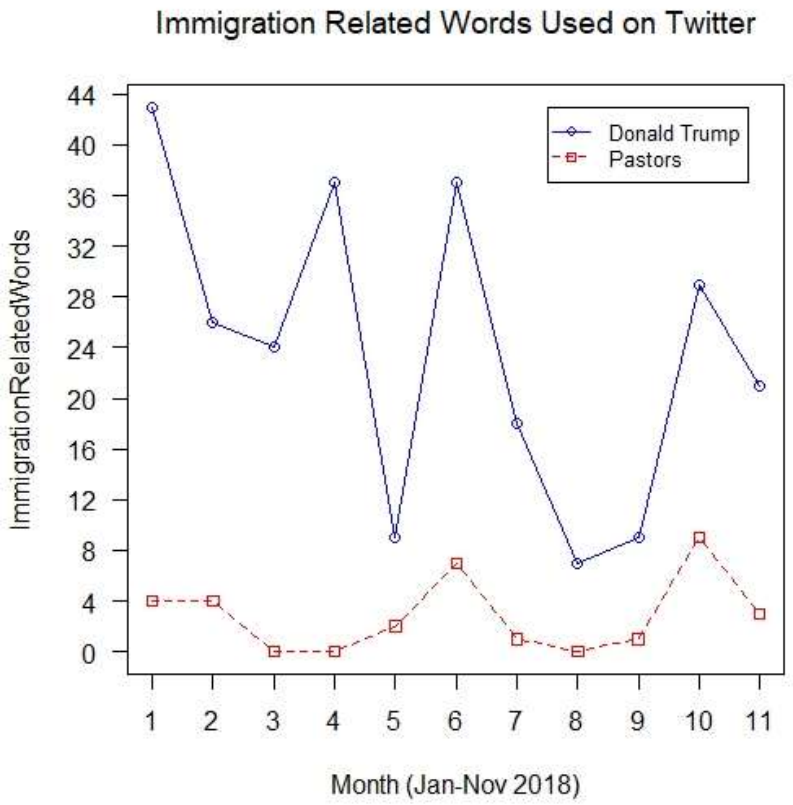


Time Distribution of Tweets

Note:
Each Month/Point on the Graph is Combined Immigration Related Words (Border, Daca, Immigration, Mexico, Wall)



CHI- SQUARED TEST (BETWEEN JAN – NOV 2018)

	Border	Daca	Immigration	Mexico	Wall	Row Totals
Trump	97	39	42	40	35	= 253
Pastors	13	4	5	4	5	= 51
	110	43	47	44	40	= 284 (Total Overall)

Ho- > There is no association/independence between the immigration related word frequency and Trump/Pastors

Ha – There is a relationship/dependence between immigration related word frequency and Trump/Pastors

Chi-Squared Statistic -> 0.4649
df –> (2-1)x (5-1) = 4
Significance Level –> .05
Critical Value – > 9.49

P value -> 0. 9768

Therefore,
Ho – Failed to Reject the Null Hypothesis
Ha – Do Not accept

Thank you

Questions?