Assignment 2

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1 Data Collected

For this analysis, I collected three CSV datasets from Reddit, focusing on the upcoming election using a Python script that scrapes based on specified words and subreddits.

Keywords: debate, election, candidate, Trump, Harris, Donald, Kamala, president, vote

Subreddits: politics, inthenews, AnythingGoesNews, sanepolitics, imaginaryelections, USNewsHub, NewsOfTheStupid, Law_and_Politics, worldnews, azpolitics, moderatepolitics, WomenInNews, politics2, uspolitics, PresidentialElection, newsmax, NewsAndPolitics, Global_News_Hub, usanews, WorldNewsHeadlines, InternationalNews, newsradio, AmericanPolitics, NewsHub, mediumnews101, electionsnews, AmericanPolitics2024, BreakingNews24hr, mopolitics, Equivocal_News, Askpolitics, theworldnews, news

2 Data Analytics

The sentiment analysis was performed on three segmented datasets: a Kamala Harris dataset, a Donald Trump dataset, and a combined dataset for general election sentiment. The analysis targeted overall sentiment from the post body, changes in sentiment over time, and fluctuations surrounding the recent debate on 09/10/2024.

3 Analytic Results

1. **Overall Sentiment:**
   Average sentiment for Kamala Harris: 0.07786754385964911
   Average sentiment for Donald Trump: 0.005078301886792452
   Average sentiment overall: 0.021762762430939227
   The average sentiments for Kamala Harris and Donald Trump suggest a neutral to slightly positive sentiment for both candidates. The overall election sentiment at 0.022 indicates a slightly positive but not enthusiastic public opinion. Overall no one has a specificly negative sentiment but it is still not great for anyone. Digging into the highest and lowest post body for each candidate we see that both have at least one extremely positive sentiment post and an extremely negative sentiment post.

2. **Sentiment Over Time:** The sentiment trends for both candidates exhibit significant volatility. Kamala Harris's sentiment shows a gradual improvement over time, despite some fluctuations, indicating growing positivity or recovery from specific dips. In contrast, Donald Trump's sentiment, while generally volatile, shows sharp spikes both upward and downward, reflecting a more divided and reactive public opinion. It is important to note as well that Kamala's sentiment didnt really exist before March of 2024. This can easily be explained by the fact she became the Democratic nominee after Biden stepped down but is interesting to see reflected in sentiment.

3. **Sentiment Before and After the Debate:**
   Combined:
   Average sentiment before debate: 0.01266912016884316
   Average sentiment after debate: 0.045161953159522754
   Kamala Harris:
   Average sentiment before debate: 0.09161202531645568
   Average sentiment after debate: 0.07058020134228188
   Donald Trump:
   Average sentiment before debate: -0.017902051282051284
   Average sentiment after debate: 0.04151056910569106
   Overall sentiment improved post-debate. However, Harris's sentiment declined slightly from, suggesting that the debate may not have entirely favored her in reddits perception. Conversely, Trump's sentiment improved significantly from, indicating a positive reception to his debate performance.